Njoki (Jo) Kamau

UX/Product Designer
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EXPERIENCE

Freelance Product Designer
Self-employed | Washington, DC | 2025 - Present

- **Client partnership & scope:** I partner directly with international organizations, independent artists, corporate clients, and inclusion-focused organizations to define goals and audience needs.
- **End-to-end execution:** I design personal websites, digital publications, and presentations from information architecture to visual content strategy to final execution.

Product Designer (AI-featured)
JSTOR/ITHAKA | New York, New York | Apr 2022 - Nov 2025

- **End-to-end UX leadership:** led design execution across discovery through delivery for an AI-powered institutional platform used by 318+ institutions, simplifying complex content management, preservation, and processing workflows into intuitive journeys for 13M+ items.
- **Design systems & accessibility standards:** advocated for and applied WCAG accessibility requirements across interfaces, evolving shared patterns and guidelines that let the AI platform process documents and media cleanly, cutting hands-on processing time by 90%.
- **Cross-functional delivery:** partnered daily with product managers and engineers to translate technical requirements and roadmap priorities into user flows, wireframes, prototypes, and high-fidelity UI, driving design and interaction changes that led 2 institutions to migrate off self-hosted systems within 1 month.

Lead UX/Visual Designer
RiseKit | Chicago, Illinois | Aug 2020 - Apr 2022

- **End-to-end product design:** designed an inclusive desktop and mobile job-search experience for underrepresented communities, increasing user retention by 33% and job-search assignment completion by 50% through clearer flows and improved usability.
- **Design system ownership:** authored an in-house Accessibility Guide and Interface Checklist that operationalized inclusive design standards and component usage across the product team, which directly contributed to landing 3 new enterprise clients and, through sharper visual hierarchy, raised email click-through rates from 1.78% to 3.3%.

UX Designer
Doctory | June 2019 - August 2019

- **Research-driven design:** designed booking and consultation flows for a mobile-first healthcare platform connecting Pakistani patients with doctors, leveraging local device-access data to inform design decisions and **extend product reach to 95% of the target population.**
- Improved transparency by prioritizing a clear, trustworthy, and accessible experience, resulting in a **21% increase** in patients reporting greater trust in providers.

AI FEATURED PROJECTS

UXLens (AI-featured)
Creator | Website | Feb 2026 - Present

- **AI-enabled design tooling:** Solo-designed and built an AI-powered accessibility and UX audit tool using the **Claude API and Figma**, evaluating interfaces across 6 dimensions, including Accessibility and Transparency, and generating separate designer and developer reports.
- **Rapid iteration at scale:** cut manual UX audit time from 2 weeks to 40 seconds, a direct, self-driven example of using AI to streamline design and product workflows, from concept through deployment.
- Accepted as an entrant in the global Tech4Good competition, recognized for applied work in AI, accessibility, and design equity.

SKILLS

Design
User Experience Design · Interaction Design · Usability Testing · Accessibility Design (WCAG) · Data informed design · Wireframing · Prototyping · Design Systems · User Research · AI Workflow

Systems
Claude API (AI-driven design & workflow acceleration) · Figma · Illustrator · After Effects

ACCOMPLISHMENTS

- Selected as 1 of 24 global speakers for Inclusive Design 24 (ID24), delivering a talk on AI bias to an international audience of 450+
- Designed ITHAKA's new platform, which received the C.F.W Coker Award
- Speaker at the Design Justice Network and active member of a company committed to equity & inclusion – Equity Army
- Co-hosted Accessibility Conference (Talk 1 & Talk 2)
- Published in: Awaken; Equity Army ; UX Collective
- Contributed to a published inclusion toolkit supporting equitable design standards
- Mentioned in the book Empowerment For All

EDUCATION

- General Assembly, User Experience, Full-Time Immersive, Jan 2020
- Nottingham Trent University, England – BS Psychology, June 2019