

IAN ABUGA NYABUTO

UX/UI DESIGNER

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SUMMARY

UX/UI Designer with hands-on experience across usability testing, accessibility-aware design, and documented AI-assisted design and build workflows. Background spans fintech, proptech, and agri-tech products, with growing experience in journey mapping, wireframing, and plain-language content. Comfortable working across design, research, and delivery, and documenting process, prompts, and sources for team and stakeholder review.

RELEVANT SKILLS & QUALIFICATIONS

- Usability testing (moderated & informal): planned and ran test scripts, documented findings, and applied fixes based on results (e.g., password-hint flow, mobile payment flow)
- Journey mapping, wireframing (low & high-fidelity), and prototyping in Figma
- Working awareness of WCAG accessibility principles applied in interface design
- Plain-language, user-facing content and UX writing for onboarding and transactional flows
- AI-tool documentation: maintains records of AI-assisted design and development prompts, sources, and decisions across projects
- Cross-functional collaboration and stakeholder communication of research findings and design rationale

EXPERIENCE

UX/UI Design & Graphic Design — i-Kuku (agri-analytics platform) *Mar 2026 – Present*

- Design agricultural-themed marketing materials and product visuals, applying consistent visual hierarchy and brand systems
- Collaborate with cross-functional teams to translate product and user needs into clear visual communication
- Maintain and extend the product's visual design system across new materials

Freelance UX/UI Designer — Luminous Design (independent practice) *2025 – Present*

- Designed and shipped NyumbaFind, a Kenyan property rental concept, from research through high-fidelity design, using AI-assisted tools to bring the design to a working prototype (including local payment flow integration)
- Planned and conducted informal usability testing on payment and account-recovery flows; identified a password-hint usability issue and redesigned the flow based on findings
- Documented AI-tool usage, prompts, and design decisions throughout the project for reference and reuse
- Designed Aura, a 25-screen concept application, and additional case studies covering user flows and interface systems for fintech-style products

UX Designer — InternCareerPath *Jan 2026 – Mar 2026*

- Designed QuickBite, a mobile food-ordering app concept, from user flows through high-fidelity UI
- Redesigned the Uber Eats checkout flow to reduce friction and improve layout clarity
- Applied usability best practices and iterated designs based on internal feedback

Sales Agent — Pioneer Uniforms *Jan 2021 – Jan 2023*

- Conducted client consultations to identify needs and pain points, and delivered tailored solutions based on feedback
- Presented findings and recommendations to internal teams to align on direction

Digital Marketing — Animate Limited *Jan 2021 – Jan 2023*

- Designed and managed social content, increasing engagement by 20%
- Analyzed performance metrics to inform content and design decisions

EDUCATION & CERTIFICATIONS

- UX/UI Design Professional Certificate — Coursera (Credential ID: U8KKXY1C1QT9)

- Introduction to Artificial Intelligence (AI) — IBM, Nov 2025
- Project Management Foundations — SkillUp, Nov 2025
- Fundamentals of Digital Marketing — Google, 2023
- Kenya Certificate of Secondary Education — Kebirigo High School, Jan 2016 – Nov 2019

TOOLS

Figma · Framer · Adobe XD · AI-assisted design & prototyping tools