digital design portfolio

Janice Malu

Product & UI/UX Designer

🌐 mbetemalu.com

Janice Malu

Product Owner & UI/UX Designer

I am determined to help organizations transform user problems into seamless experiences at scale, particularly ones that require a high degree of vision, problem solving, and polish. I am always up for a challenge and determined to go above and beyond.

With a passion for emerging technology and inclusive design, I strive to create experiences that connect design, human behaviour and cultural insights. As a life-long student of design, I hope to continue improving my work and learning new disciplines to make a difference in the social and civic sphere.

Have an idea or project you'd like to discuss? Feel free to reach out using the channels provided.

Mail LinkedIn Website Dribbble Behance

Sincerely,

Janice Malu

Work Experience

Product Owner at Resilient Payment Systems
Nairobi, Kenya • Remote
Apr 2024 - Present

Freelance Product Designer
Remote
Sep 2020 - Present

UI/UX Designer at EasyElimu Learning Innovations
Nairobi, Kenya • On-site
Aug 2023 - Apr 2024

Product Designer at Xetova Limited
Nairobi, Kenya • Hybrid
Sep 2022 - Jun 2023

UI/UX Consultant at DEQ
Switzerland • Remote
Dec 2022 - Mar 2023

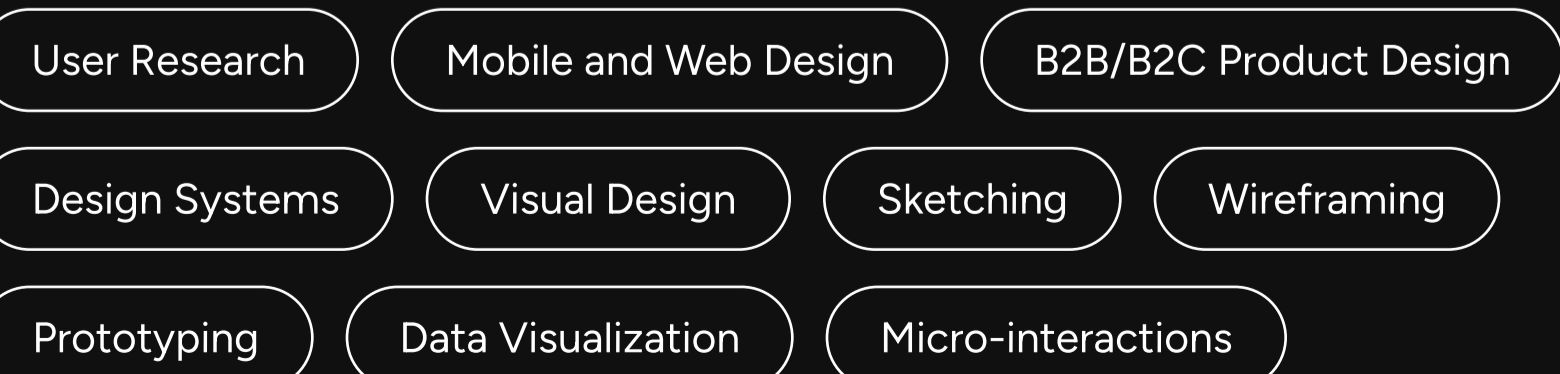**Gametribe**
Nairobi, Kenya • Remote
Aug 2021 - Nov 2022

Zoner
Nairobi, Kenya • Remote
Nov 2020 - Jul 2021

TECHNICAL
Skills

User Research   Mobile and Web Design   B2B/B2C Product Design

Design Systems   Visual Design   Sketching   Wireframing

Prototyping   Data Visualization   Micro-interactions

GameTribe ↗

Zoner ↗

EasyElimu ↗

Magical Holidays ↗

Smart Brains Africa ↗

Rocket Jobs ↗

e-moti ↗

HeyRafiki ↗

Kune Foods ↗   Identify Africa ↗

Tazamr ↗   Project Manara ↗   Branding ↗

Xetova Design System ↗   African Debate Academy ↗   Circle Planner ↗   Digital Art ↗

Case Studies   **Client Projects**   **Personal Projects**   **Other Projects**

Kune Foods Redesigned

eCommerce **Case Study**

Kune Foods is designed to revolutionize the way people discover, order, and enjoy their favorite food experiences. It aims to provide a seamless and convenient platform for users to explore a wide range of cuisines for delivery or pickup.

Read More on this Case Study 👉🏻

Verify Phone Number!

Please enter the 4-digit code to verify your phone number!

| 8 | 3 | | | |

Verify Code

9:41

Hello
Jane Gibbins,

📍 Garden City Mall, Thika Road, Nairobi, Kenya

Main Dishes (3 items)   **Desserts** (2 items)   **Drinks** (2 items)

Stir-fry Vegetable Rice and Wet Fry Mbuzi
ksh.670/-

ksh.670/-   **Add To C...**

Home   Help   Cart   Pro...

🌿 **Gluten Free**

Stir-fry Vegetable Rice and Wet Fry Mbuzi

400 Kcal	525 Grams	15 Mins
Energy	Weight	Preparation

Description

Mbuzi Lovers, get ready to meet your match! With a plate of stir-fry vegetable rice, this dry fry mbuzi carries all the nutrients and packed with amazing flavors.

Ingredients

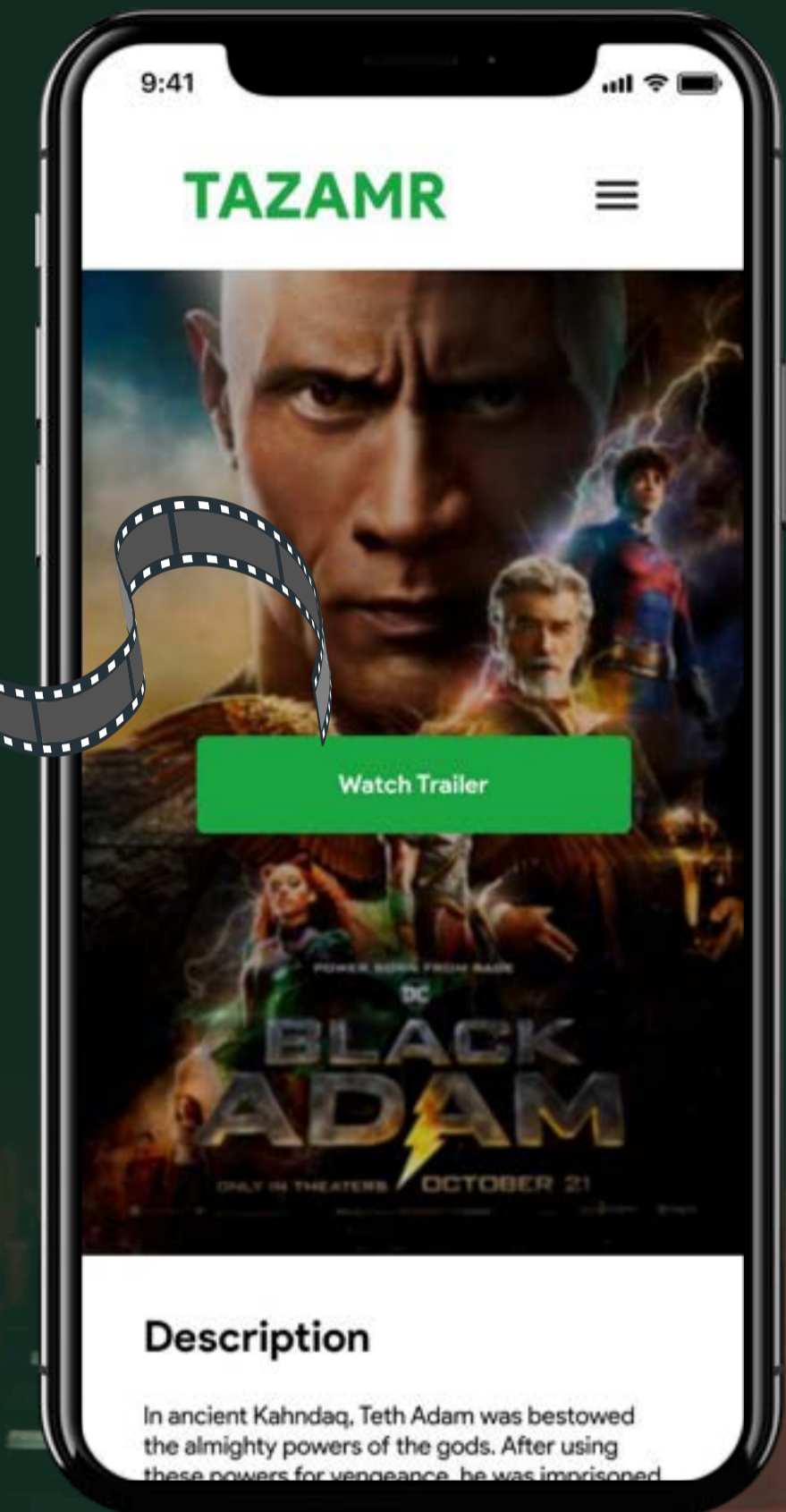Boneless Mbuzi(Goat meat), Dhania, Sunflower Oil, Garlic, Ginger, Tomatoes, Onions, Rice.

Tazamr: Movie Ticketing

Responsive Design **Case Study**

The Tazamr app reimagines movie ticketing with seamless and secure cashless transactions. Intuitive browsing, real-time updates, and responsive support create a user-centered cinema experience that's convenient, safe, and enjoyable.

Read More on this Case Study ☞

9:41

TAZAMR

Watch Trailer

Description

In ancient Kahndaq, Teth Adam was bestowed the almighty powers of the gods. After using these powers for vengeance, he was imprisoned

Black Adam

📍 Anga Sky, Panari Cinema

Date	Time	Seat
Nov 10, 2022	2:45PM	F3, F4, F5, F6

Ticket Price

ksh.690/- x 5   **ksh.3450/-**

Snacks Price

ksh.400/- x 5   **ksh.2000/-**

Total Pay   **ksh.5450/-**

Ticket Policy

1. Show your ticket at the entrance.

2. Pick up your ordered snacks at the collection point by simply scanning thr QR code of your ticket.

3. Cancellations will be considered only if the request is made upto 2 hours prior the show time.
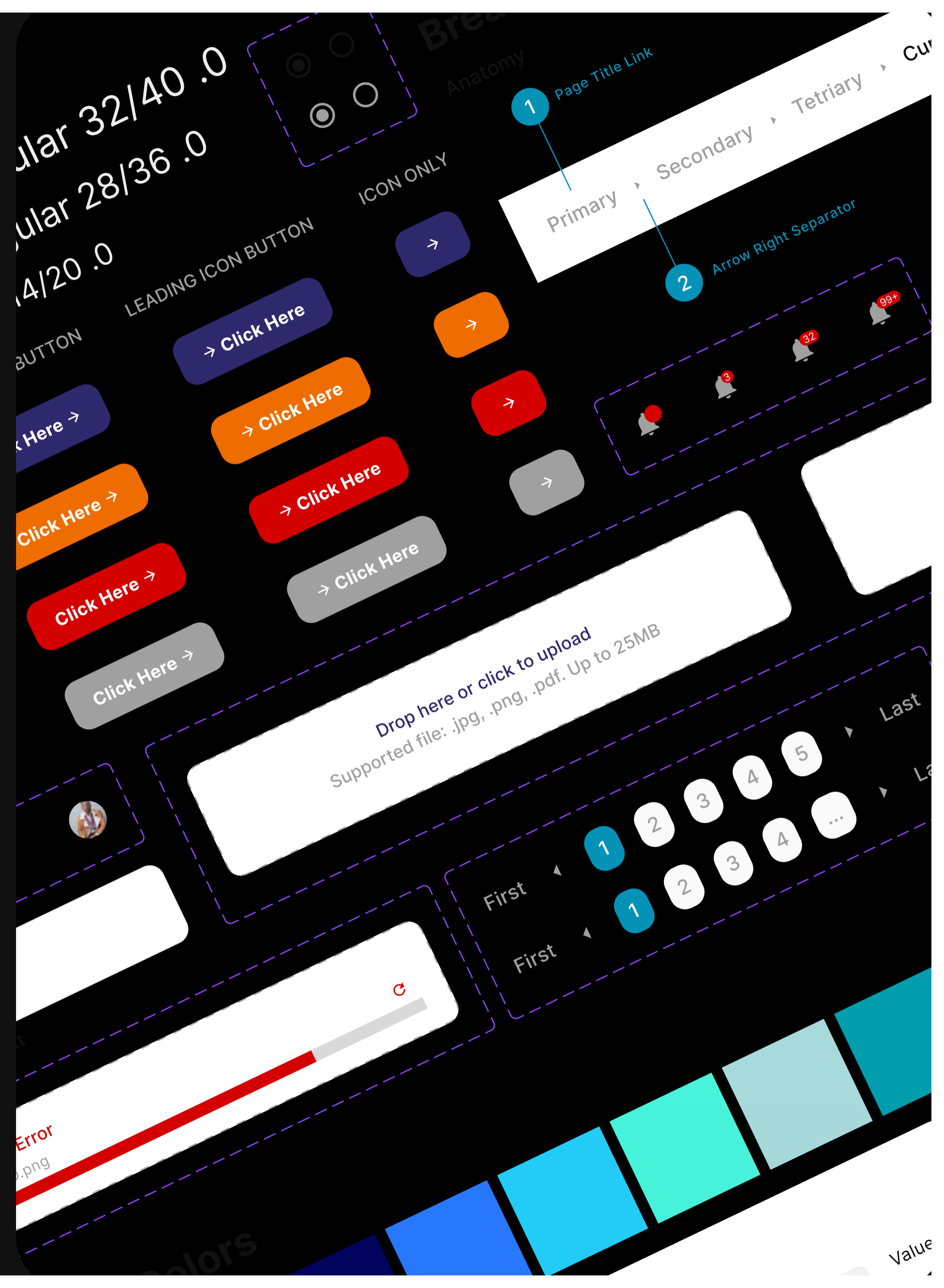
Download Ticket

Xetova Design System

Design System   Case Study

Xetova encountered inconsistent design practices across their product range. Understanding the critical need for resolution, Xetova initiated an effort to create a robust design system, aiming to introduce coherence and efficiency into their design workflows.
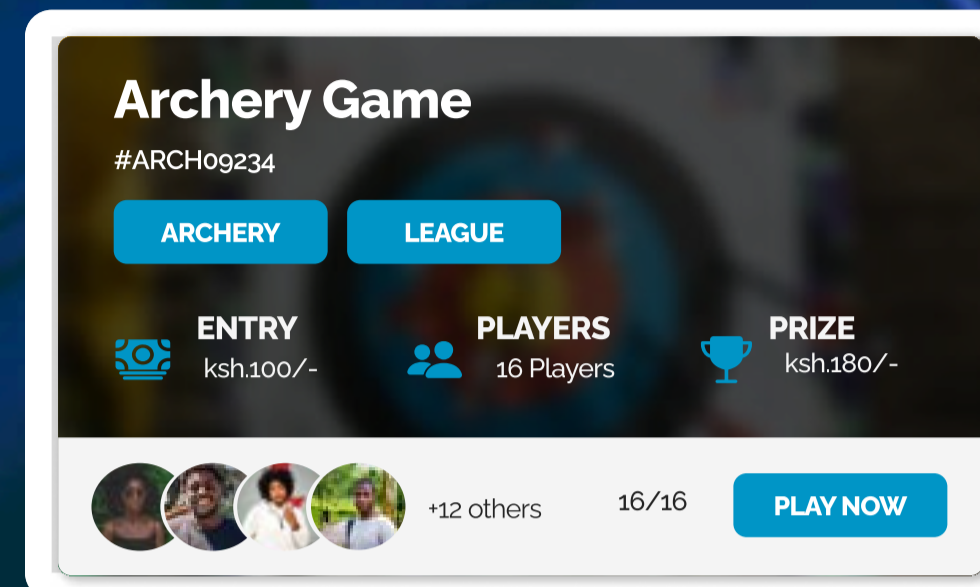
Read More on this Case Study 👉🏽

GameTribe

eSports **Client Project**

The GameTribe Project represents a journey of innovation, user-centricity, and a commitment to delivering an exceptional gaming experience. The comprehensive design process undertaken has culminated in an engaging and immersive gaming platform.
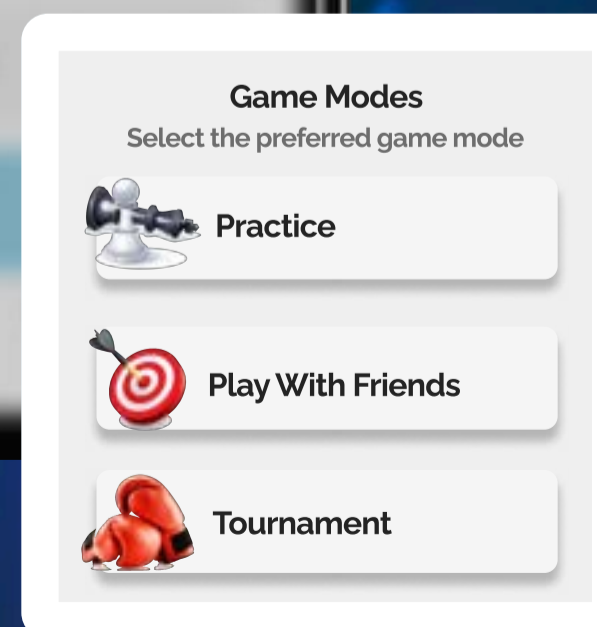
Archery Game
#ARCH09234

ARCHERY **LEAGUE**

ENTRY
ksh.100/-

PLAYERS
16 Players

PRIZE
ksh.180/-

+12 others   16/16   **PLAY NOW**

This project is under NDA

Game Modes
Select the preferred game mode

Practice

Play With Friends

Tournament

Zoner App

eCommerce **Client Project**

The Zoner Mobile Application project was a groundbreaking endeavor dedicated to simplifying and enhancing the eCommerce experience for users in Kenya. From the conceptualization phase to the final implementation, this project encapsulates the rigorous design process, prototyping, UI/UX design, and usability testing.

Your package is on its way
Arriving in 10 mins

Pick-up Point
Double Tree by Hilton , Hurlingham, Nairobi
Mar 23 2020 | 10:20AM

Drop-off Point
Kenyatta Hospital, Hurlingham, Nairobi
Mar 23 2020 | 10:30AM

Carls Mike
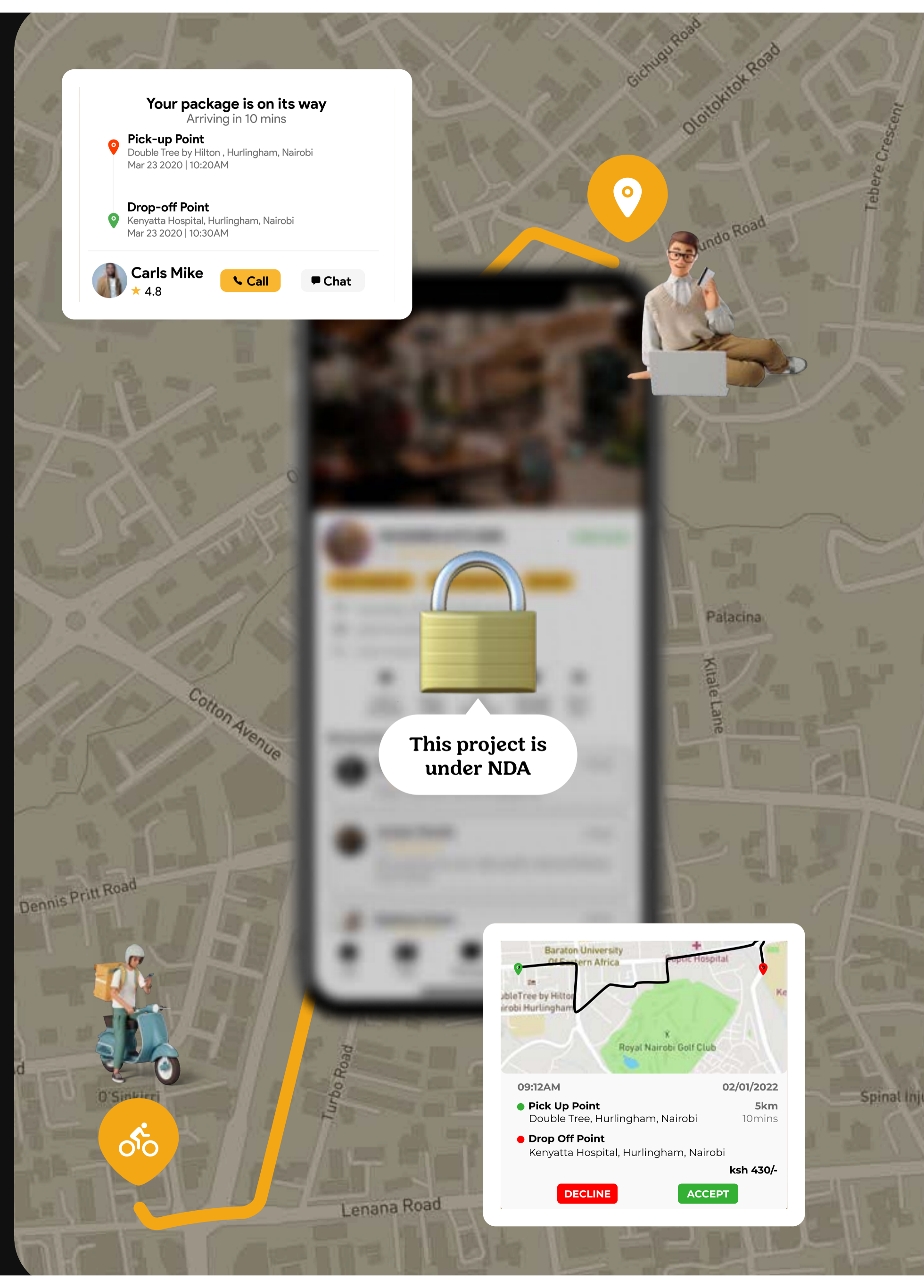★ 4.8   Call   Chat

This project is under NDA

09:12AM   02/01/2022

● **Pick Up Point**   5km
Double Tree, Hurlingham, Nairobi   10mins

● **Drop Off Point**
Kenyatta Hospital, Hurlingham, Nairobi
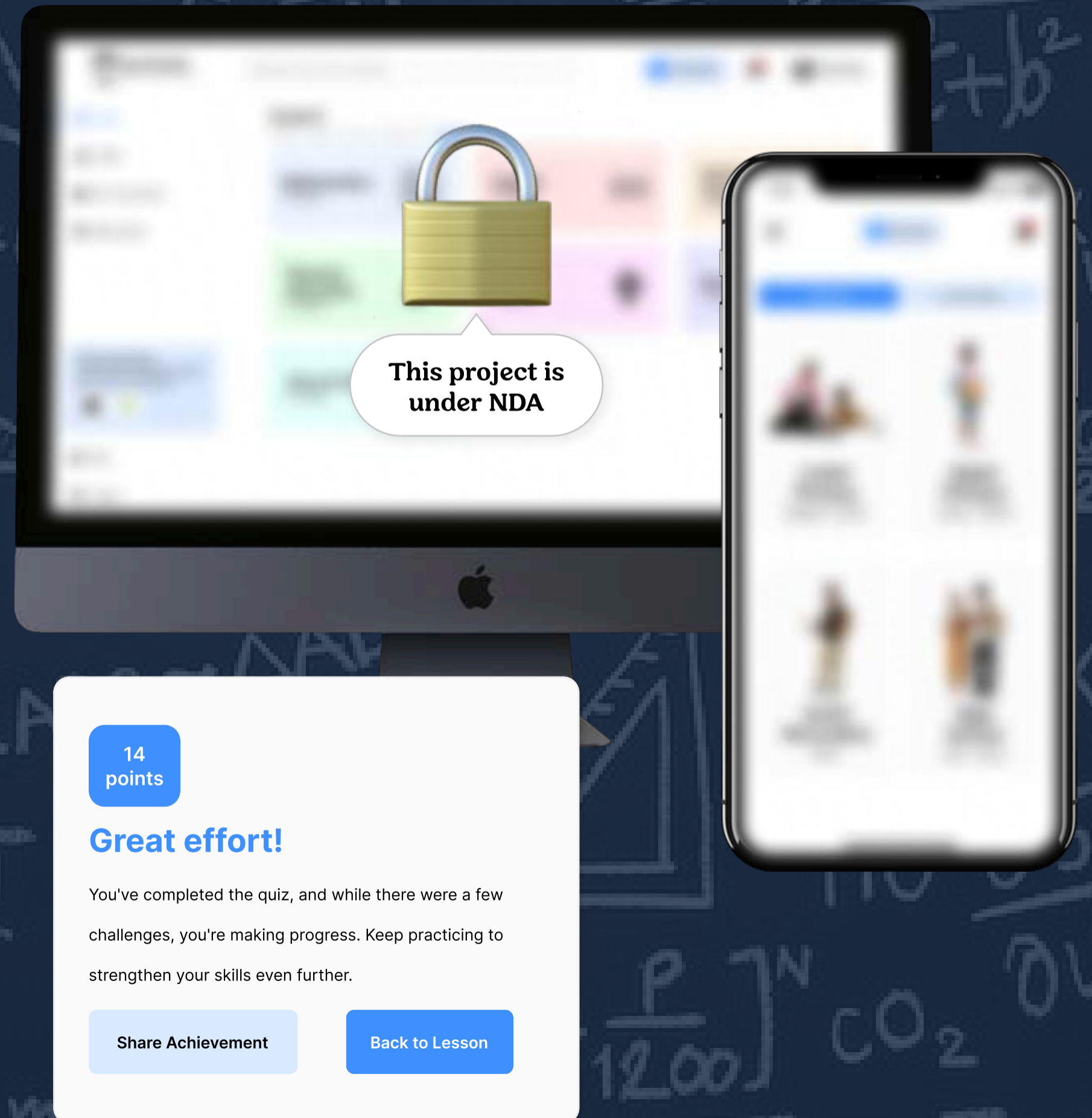
ksh 430/-

DECLINE   ACCEPT

EasyElimu Learning Innovations

edTech **Client Project**

Elevating the user experience (UX) of EasyElimu's educational platform to new heights was the main goal for this project. EasyElimu is committed to providing seamless and intuitive learning experiences, and this project focuses on refining and optimizing various aspects of their platform.

View Platform 👉🏻

This project is under NDA

14 points

Great effort!

You've completed the quiz, and while there were a few challenges, you're making progress. Keep practicing to strengthen your skills even further.
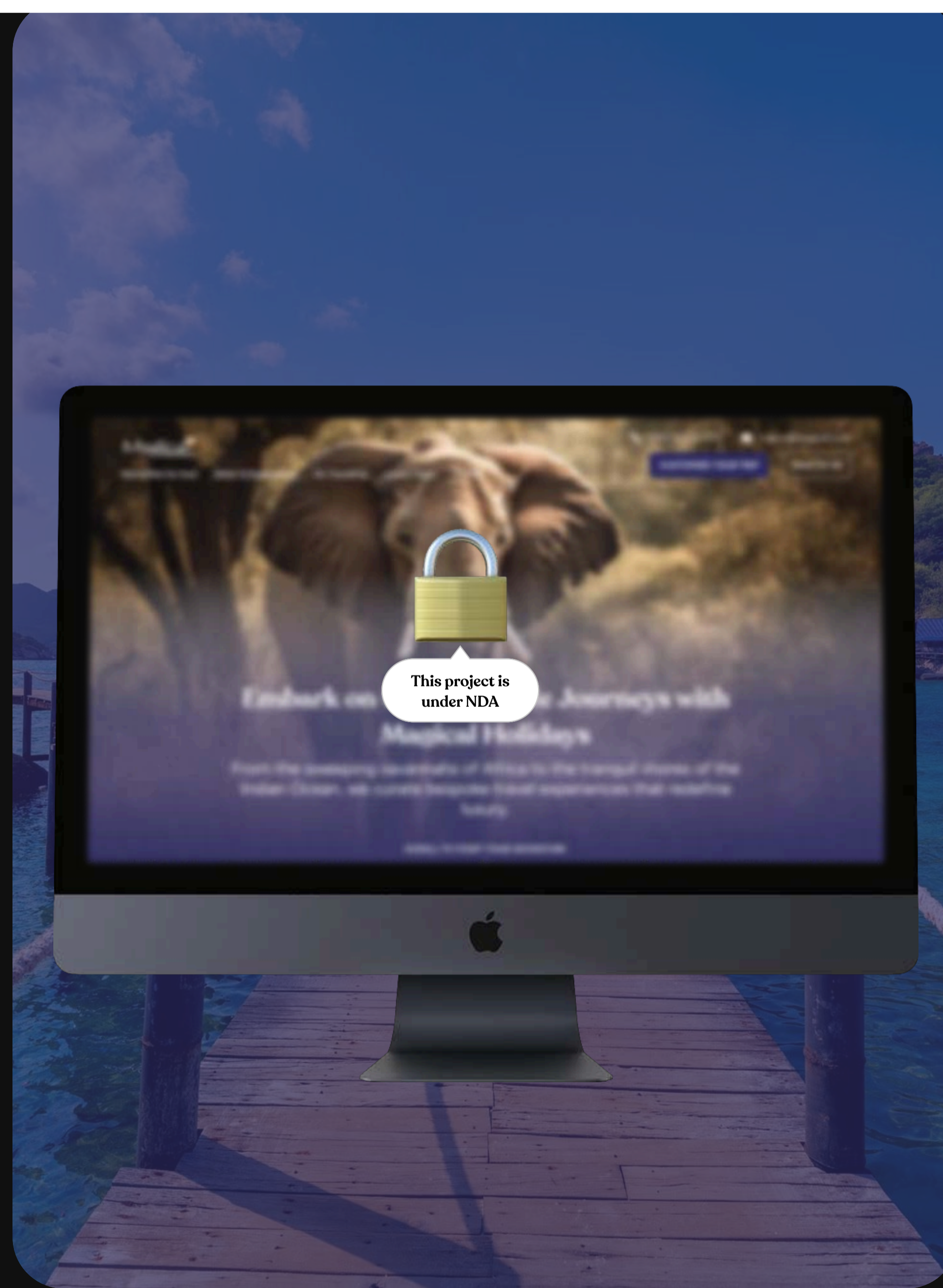
Share Achievement **Back to Lesson**

Magical Holidays

Client Project

The Magical Holidays UI Design Project aimed to create an enchanting and user-friendly platform for planning memorable vacations. This project focused on delivering an immersive, visually appealing, and intuitive user experience, reflecting the magic and excitement of holiday planning.
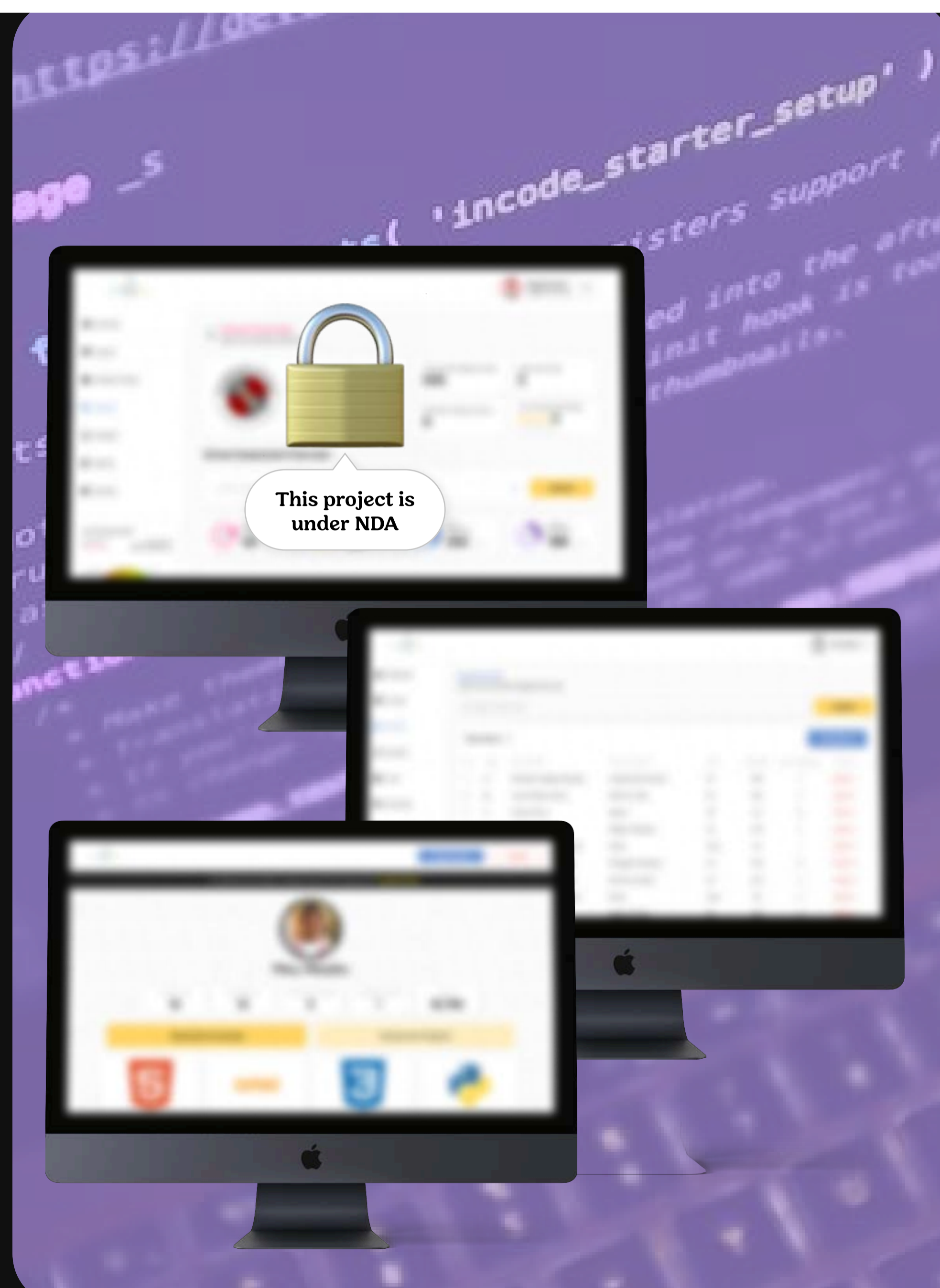
View Platform 👉🏽

This project is under NDA

Smart Brains Africa

edTech **Client Project**

This project not only showcases my design expertise but also reflects my commitment to creating innovative solutions that facilitate interactive and effective learning experiences. I am proud to have contributed to a platform that empowers individuals to explore the exciting realms of coding with enthusiasm and proficiency.

View Platform 👉🏻

Rocket Jobs
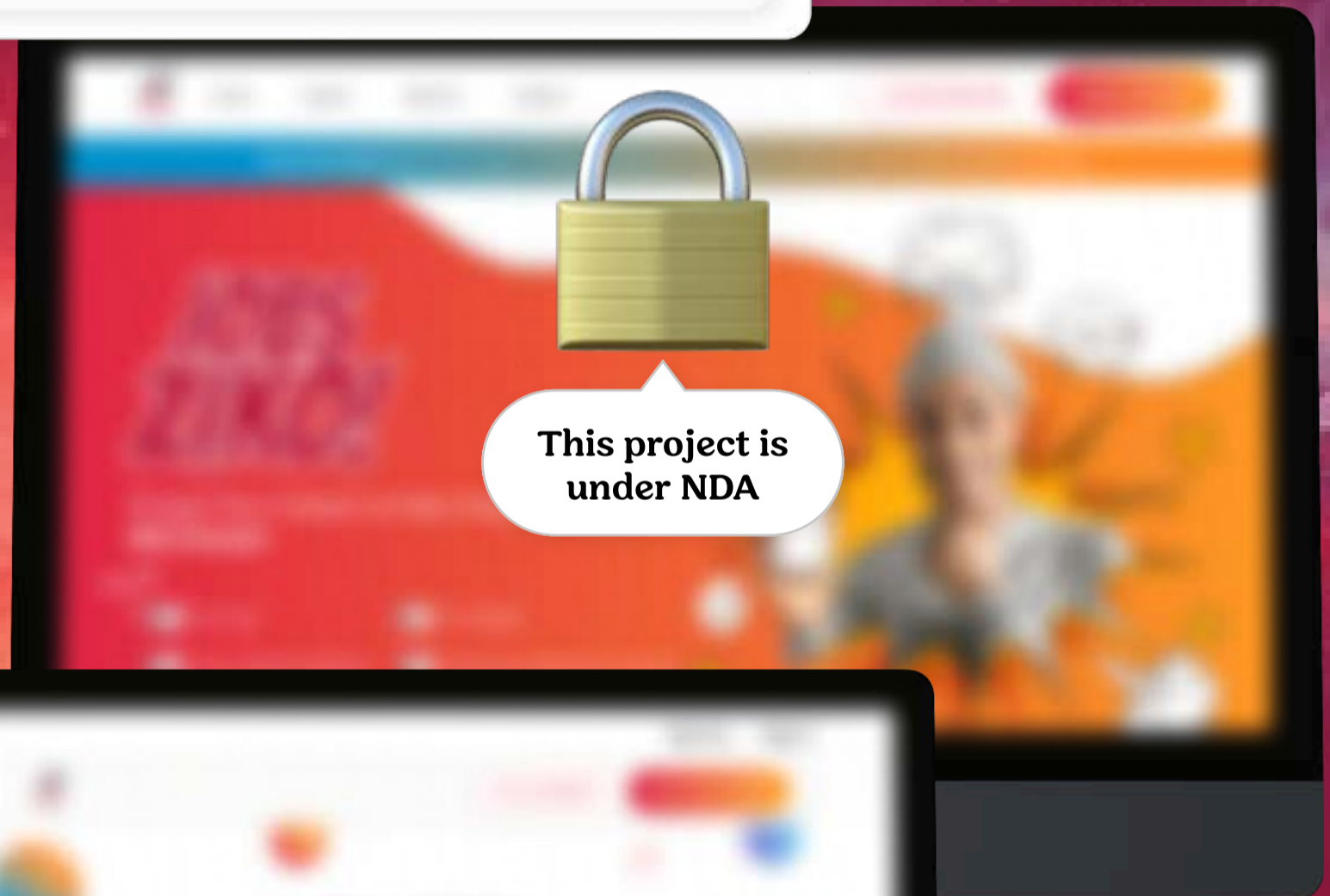
Recruitment Tech **Client Project**

Revolutionizing the hiring landscape, the Rocket Jobs platform underwent a complete redesign to enhance the experience for both employers and job seekers. The Rocket Jobs Redesign has ushered in a new era of hiring, connecting employers with top-tier talent in record time. The platform's success is evident in the significant reduction in onboarding and posting durations, enhancing the overall user experience.
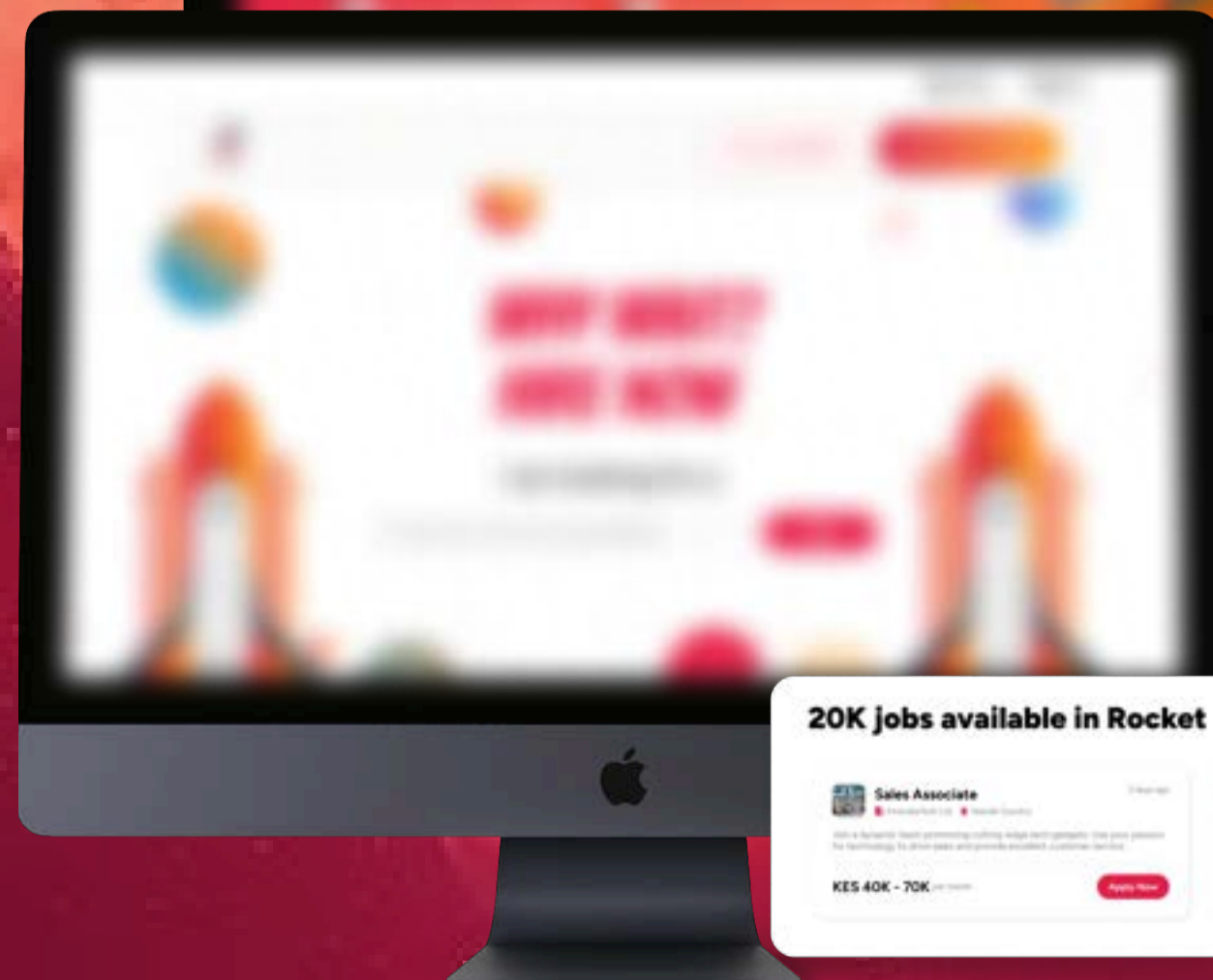
View Platform 👉

Application rejected

Feedback on your application to this job ⌄

The position prioritizes expertise in African Cuisine. Tailor your application to highlight experiences, certifications, or achievements related to this cuisine to demonstrate your suitability for the role.

This project is under NDA

20K jobs available in Rocket   View All

Sales Associate

KES 40K - 70K   Apply Now

Retail Store Supervisor

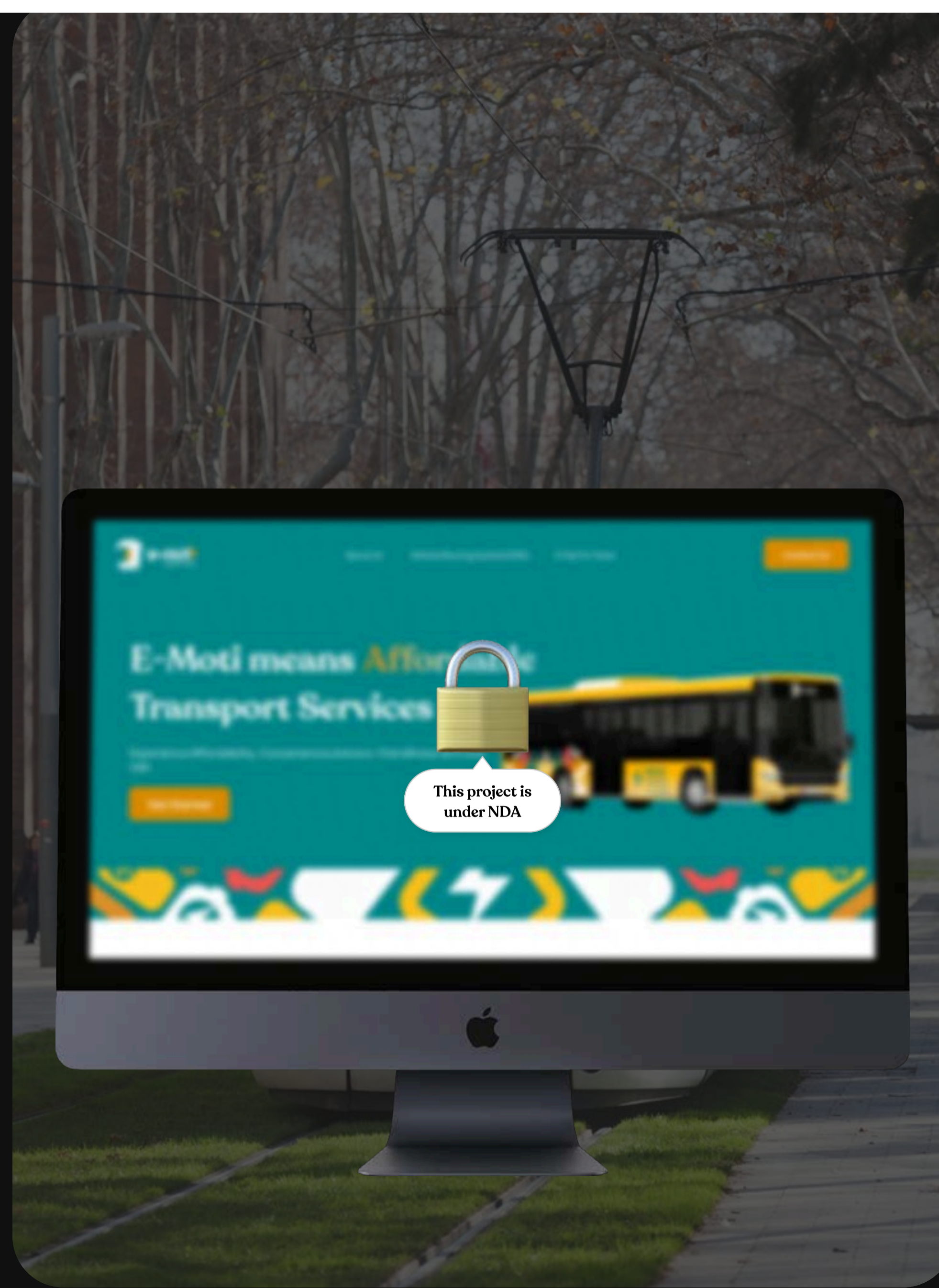KES 70K - 90K   Apply Now

e-Moti

Transportation   Client Project

E-Moti is committed to revolutionizing transportation through the use of electric vehicles, with a strong emphasis on sustainability. The goal was to develop a website that not only highlights e-moti's innovative solutions but also educates and engages users on the importance of sustainable transportation.
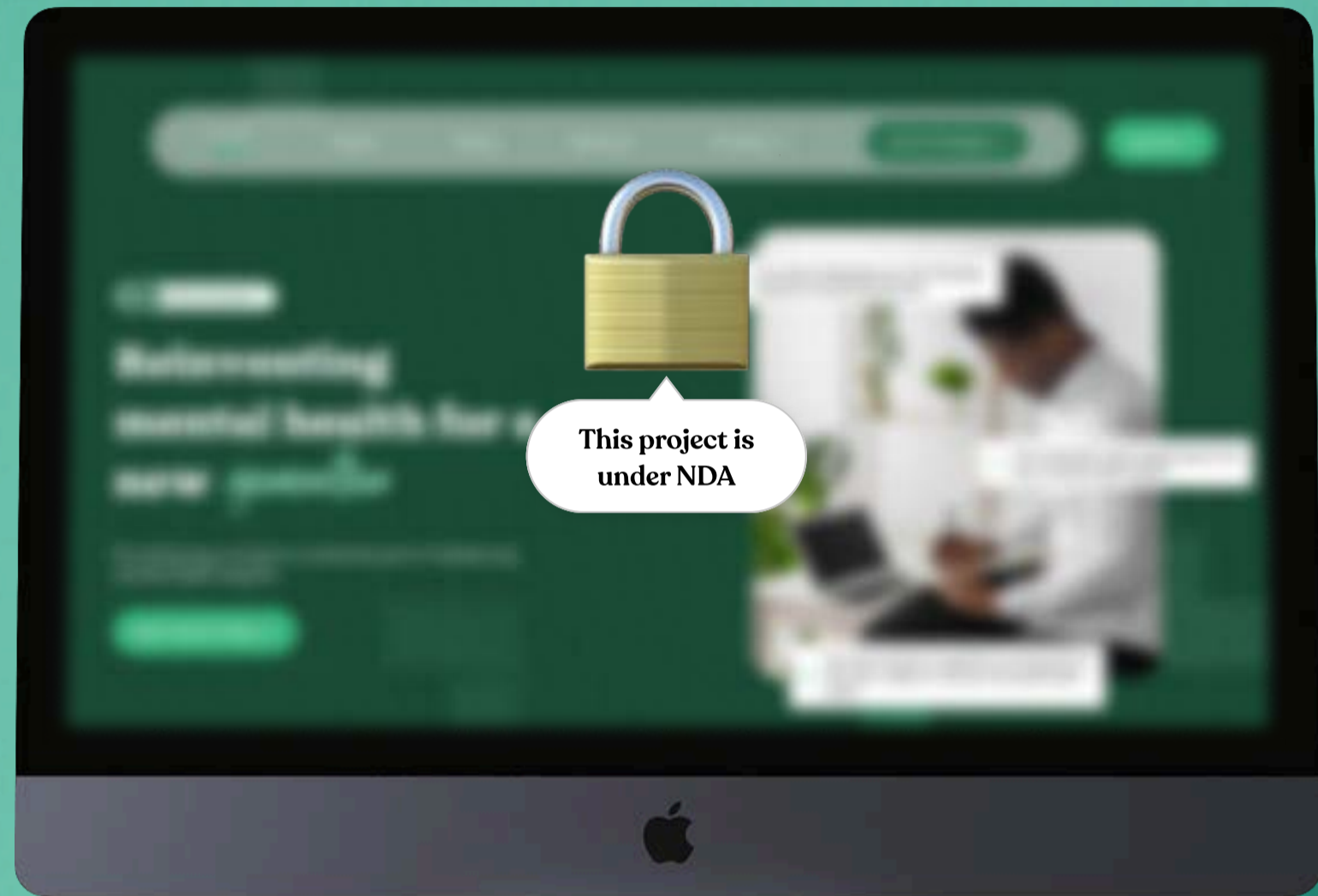
View Platform 👉

HeyRafiki

Mental Health **Client Project**

HeyRafiki is dedicated to bridging the gap between mental health professionals and those seeking support. The objective was to develop an intuitive and secure platform that fosters a supportive community and promotes mental well-being.
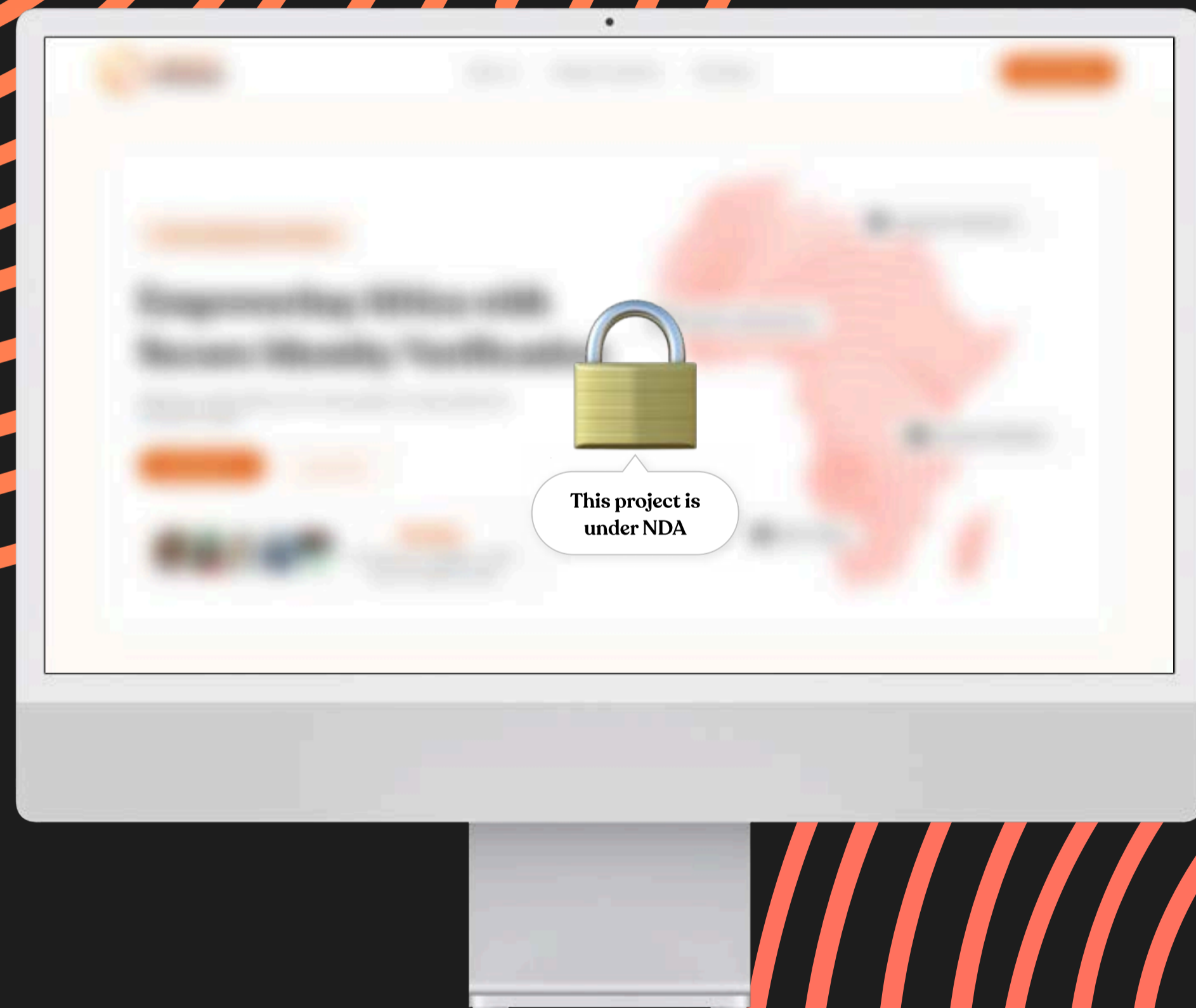
Identify Africa

Identity Verification   Client Project

Identity Africa empowers businesses and institutions across Africa with seamless identity verification and KYC solutions. The goal was to create a secure and reliable platform that simplifies onboarding, ensures compliance, and fosters trust in financial and digital ecosystems.
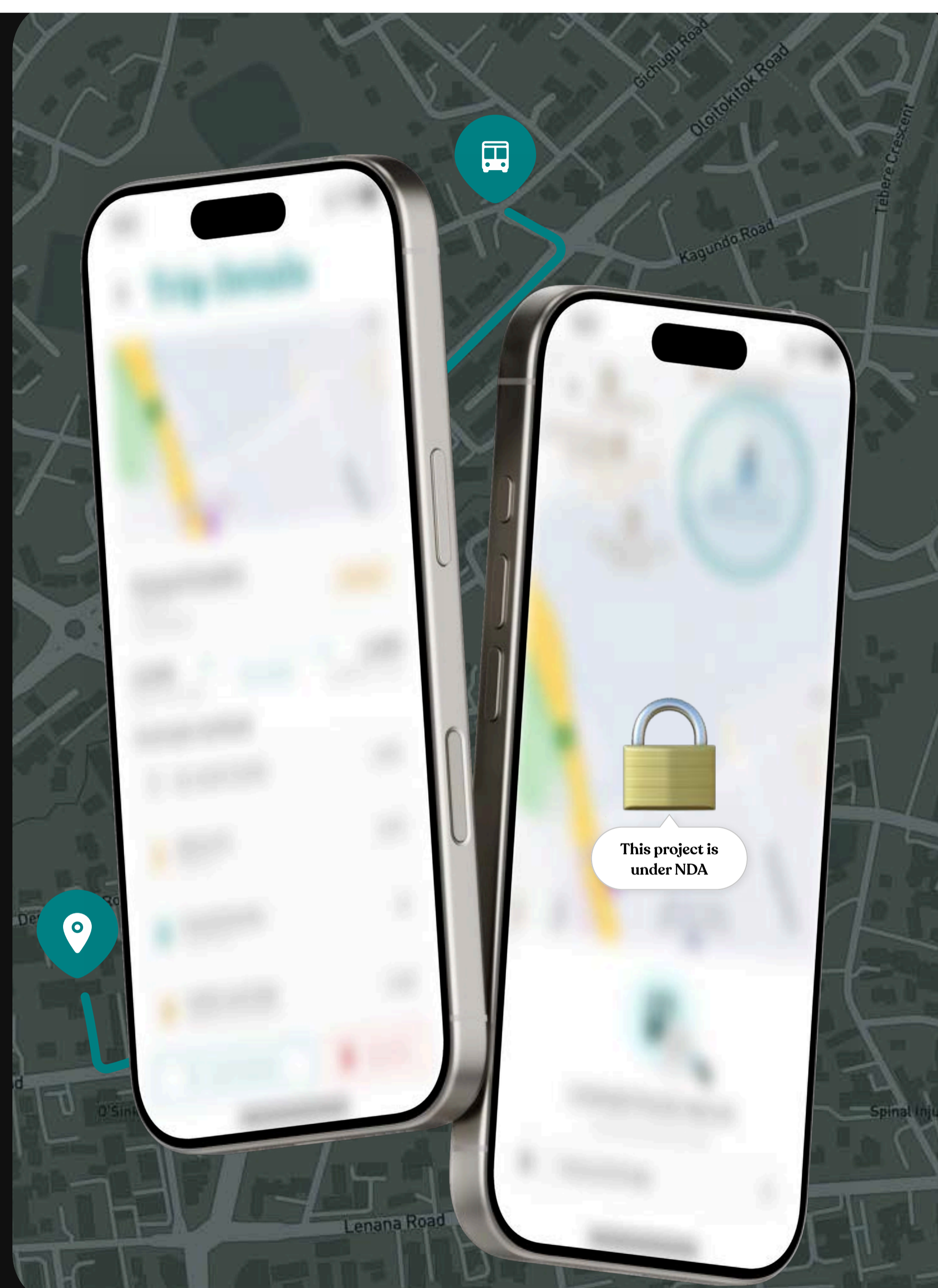
View Platform 👉🏼

Project Manara

Transportation **Client Project**

Project Manara aims to revolutionize SACCO and corporate travel by providing an efficient and user-friendly bus booking solution. Designed for commuters and organizations, the platform simplifies travel management, enhances accessibility, and promotes seamless coordination within the transportation ecosystem.
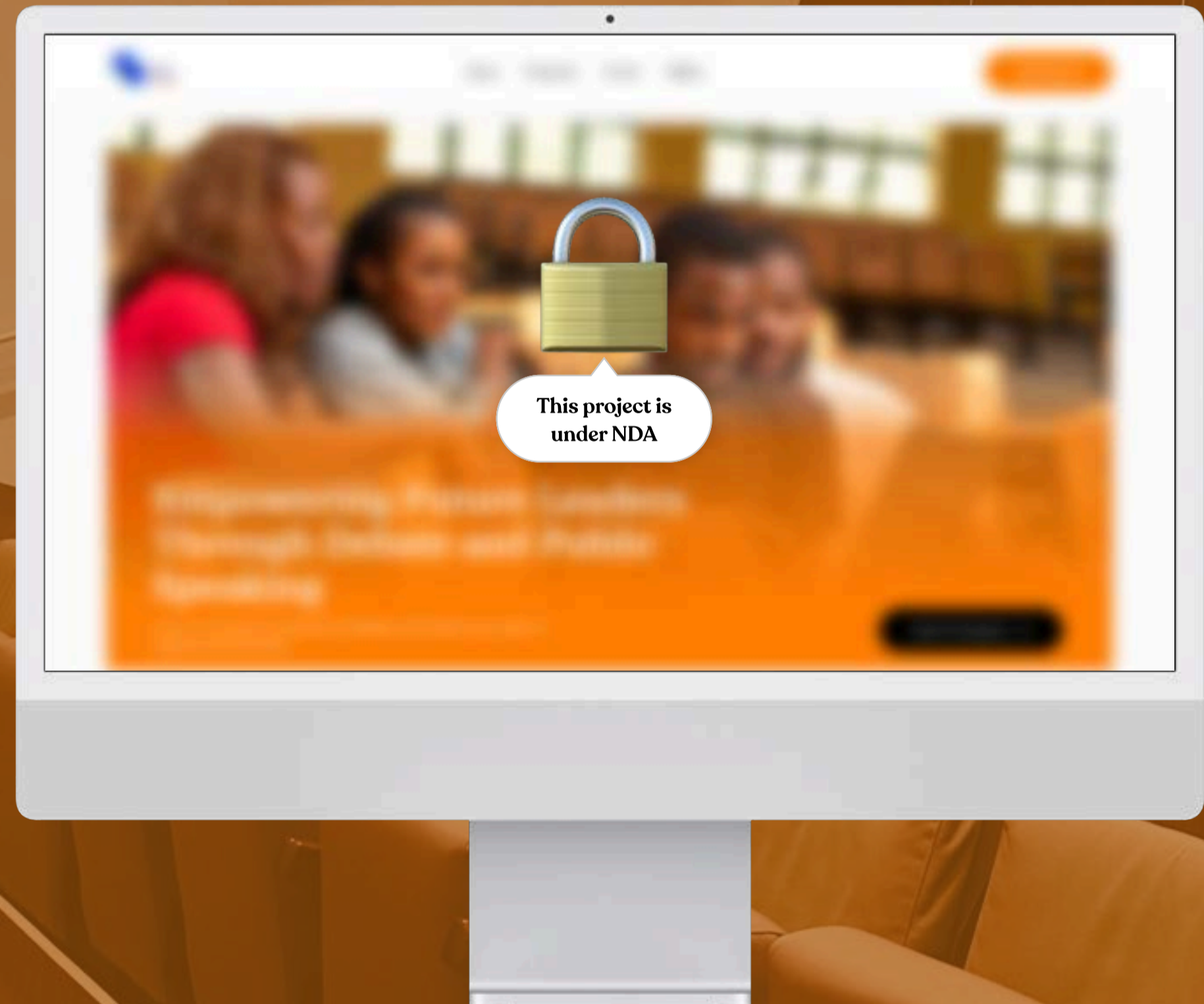

This project is under NDA

African Debate Academy

Education   Client Project

African Debate Academy is committed to nurturing critical thinking, public speaking, and leadership skills among young minds across Africa. The mission was to create an engaging platform that empowers students through debate, fosters intellectual growth, and promotes a culture of informed discourse.
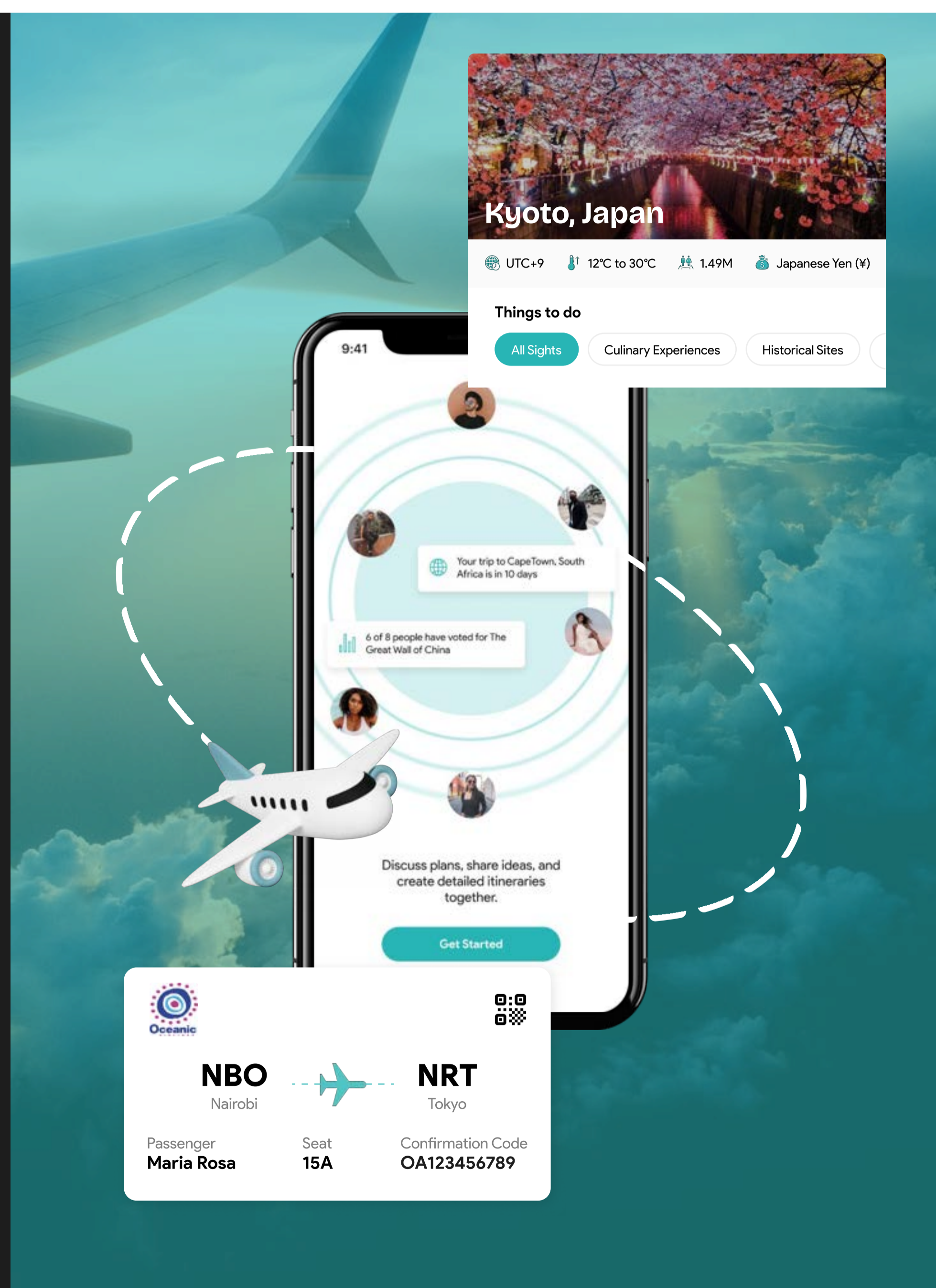
View Platform 👉🏽

Circle Planner

Coming Soon **Personal Project**

Circle Planner is poised to redefine group travel, making it more accessible, enjoyable, and hassle-free than ever before. With its innovative features, user-friendly interface, and commitment to enhancing group dynamics, Circle Planner is set to become the go-to app for travelers seeking memorable journeys with friends.

Kyoto, Japan

UTC+9   12°C to 30°C   1.49M   Japanese Yen (¥)

Things to do

All Sights   Culinary Experiences   Historical Sites

9:41

Your trip to CapeTown, South Africa is in 10 days

6 of 8 people have voted for The Great Wall of China

Discuss plans, share ideas, and create detailed itineraries together.

Get Started

Oceanic

NBO
Nairobi

NRT
Tokyo

Passenger
Maria Rosa

Seat
15A

Confirmation Code
OA123456789

Branding

Dive into the world of exquisite coffee craftsmanship with the *Roasted Bean* Branding Project. Our design journey embraced the essence of artisanal coffee, encapsulating the soulful aroma and distinct character of each blend.

Step into a realm where flavor meets artistry with the *Rolling Palette Branding* Project. This project seamlessly merges the visual allure of a painter's palette with the vibrant world of culinary exploration.
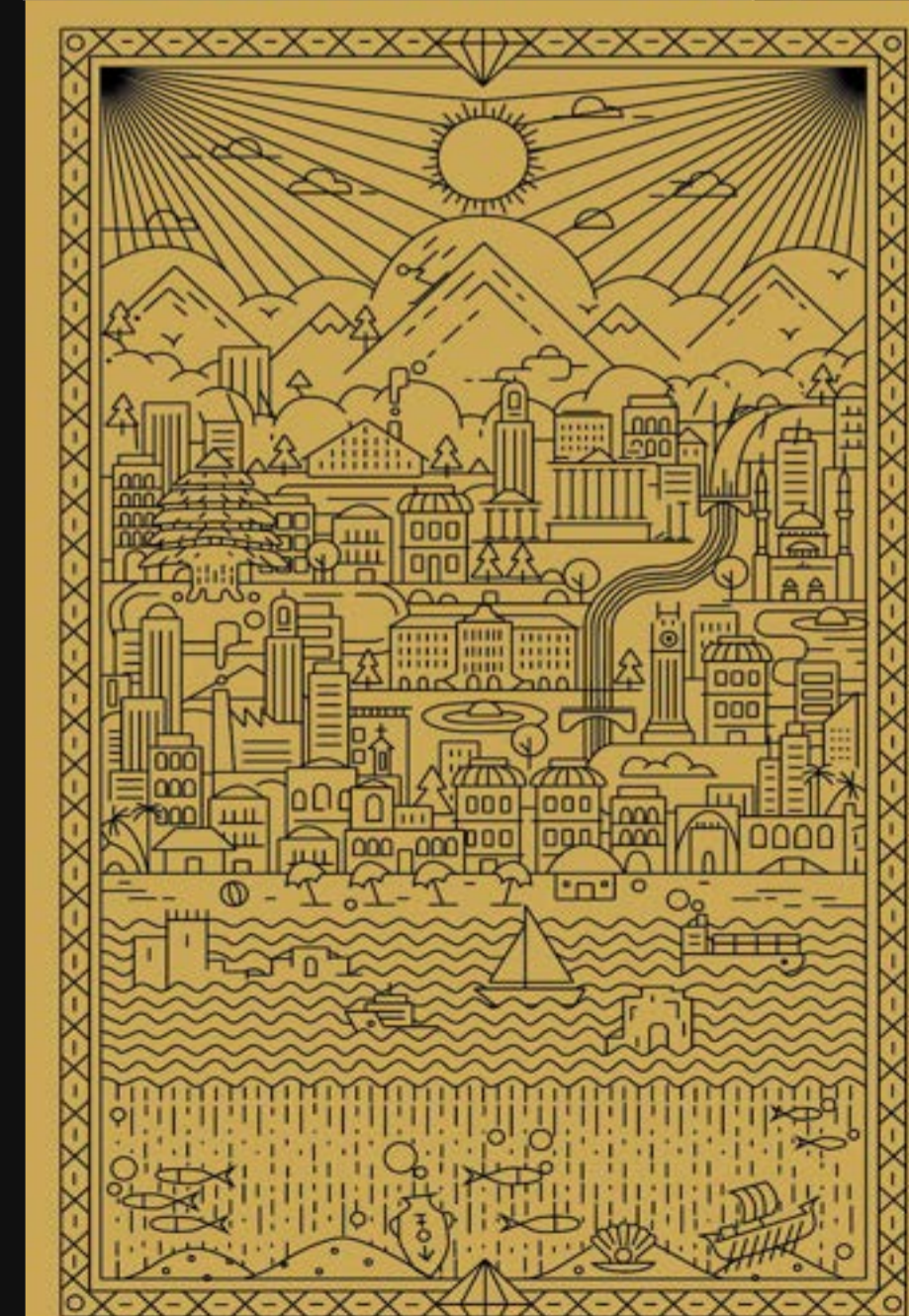
View More on Dribbble 👉🏻

#DAB49D

#F3E9DC

#C08552

#5E3023

THE
ROASTED BEAN
every bean has a story

THE
ROASTED BEAN

rolling palate
food and drinks packaging

rolling palate
merchandise & apparel

rolling palate

rolling palate

rolling palate

rolling palate

THE
ROASTED BEAN

THE
ROASTED BEAN

Digital Art

Illustrations **Personal Project**

These digital art pieces are a testament to the artist's dedication to creativity and Adobe Illustrator as a medium of expression. It highlights the capacity of digital art to communicate, evoke emotions, and inspire thought. In essence, it serves as a celebration of the beauty and limitless possibilities of the digital art form.

get in touch

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