digital design portfolio

Janice Malu

Product & UI/UX Designer

🌐 mbetemalu.com

Janice Mbete Malu

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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 below.

| Mail | LinkedIn | Website | Dribbble | Behance |

Sincerely,

Janice Mbete Malu

Design Experience & Toolbelt

Work Experience

UI/UX Designer at Resilient Business Systems
Nairobi, Kenya • Hybrid

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

TECHNICAL
Skills

User Research | Mobile and Web Design | B2B/B2C Product Design

Design Systems | Visual Design | Sketching | Wireframing

Prototyping | Data Visualization

Education & Certifications

Strathmore University
Bachelor of Science in Informatics and Computer Science

Jomo Kenyatta University
Cisco CCNA: Introduction to Networks

Coursera
Google UX Design Professional Certificate

DESIGN & LANGUAGES
Tools

SOFT
Skills

Collaboration | Attention to Detail | Communication | Empathy

Problem Solving | Time Management

Case Studies

Client Projects

Personal Projects

Other Projects

Catalogue
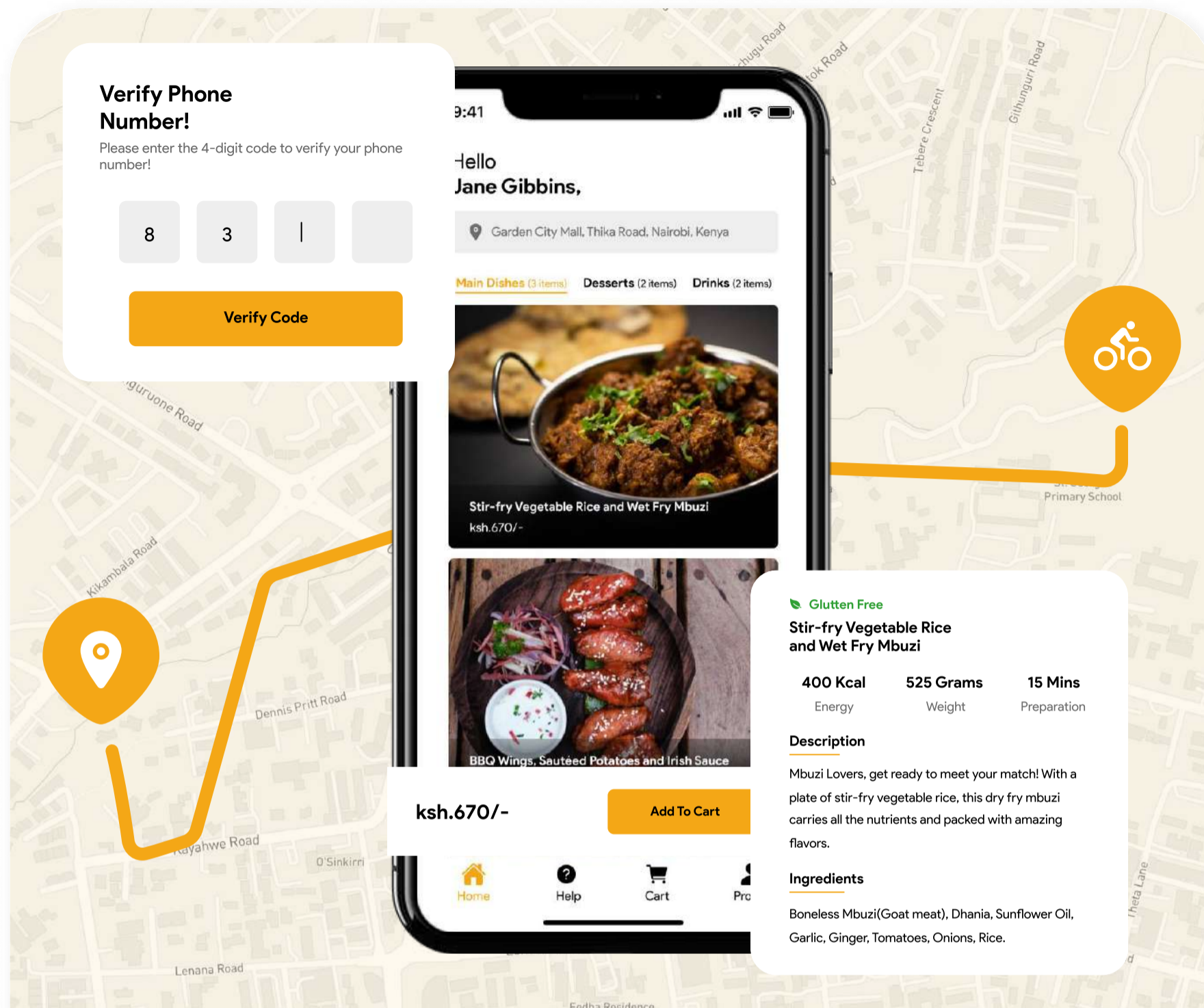
Kune Foods Redesigned

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.
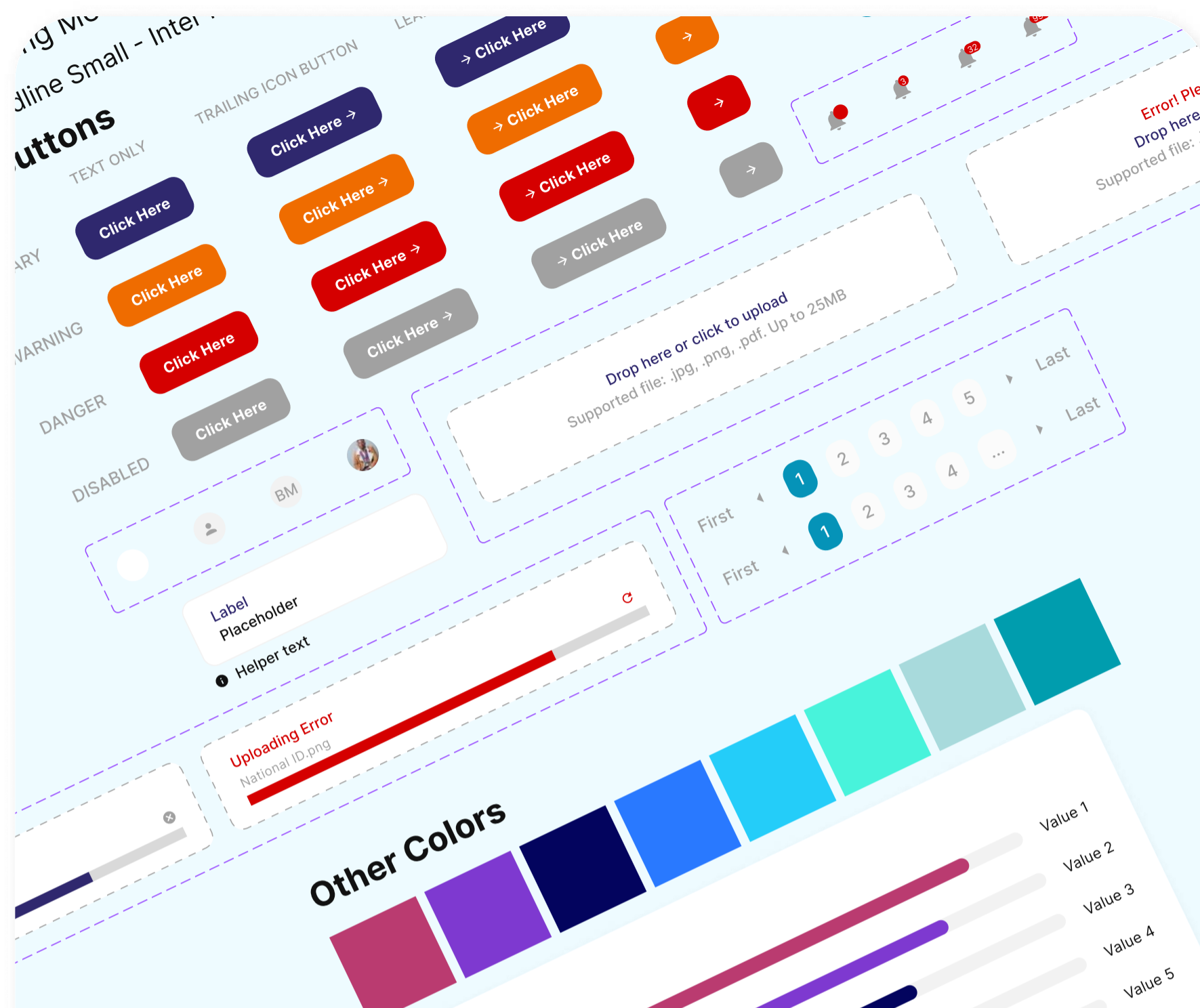
Read More on this Case Study 👉🏽

Tazamr: Movie Ticketing

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.
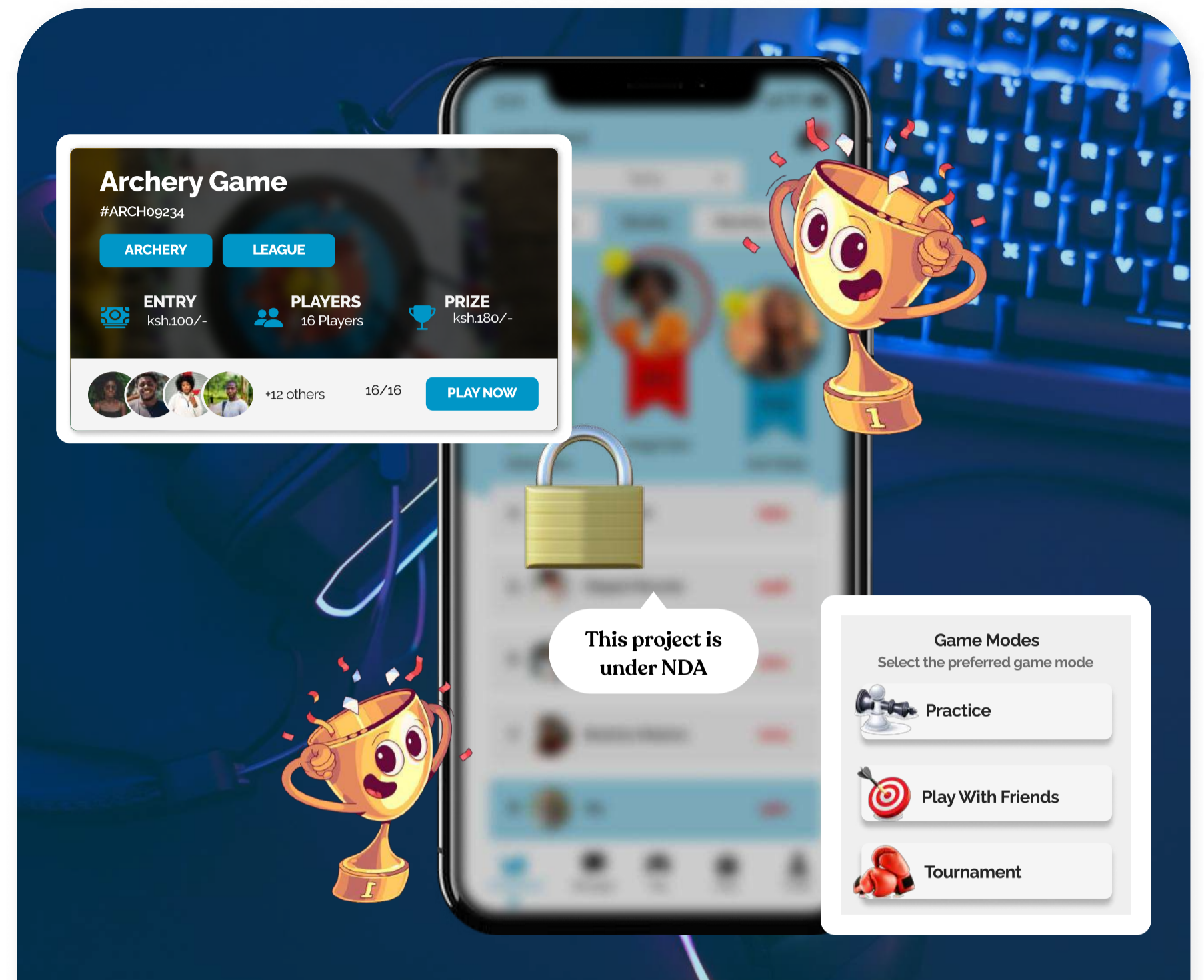
Read More on this Case Study 👉🏽

Xetova Design System

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.
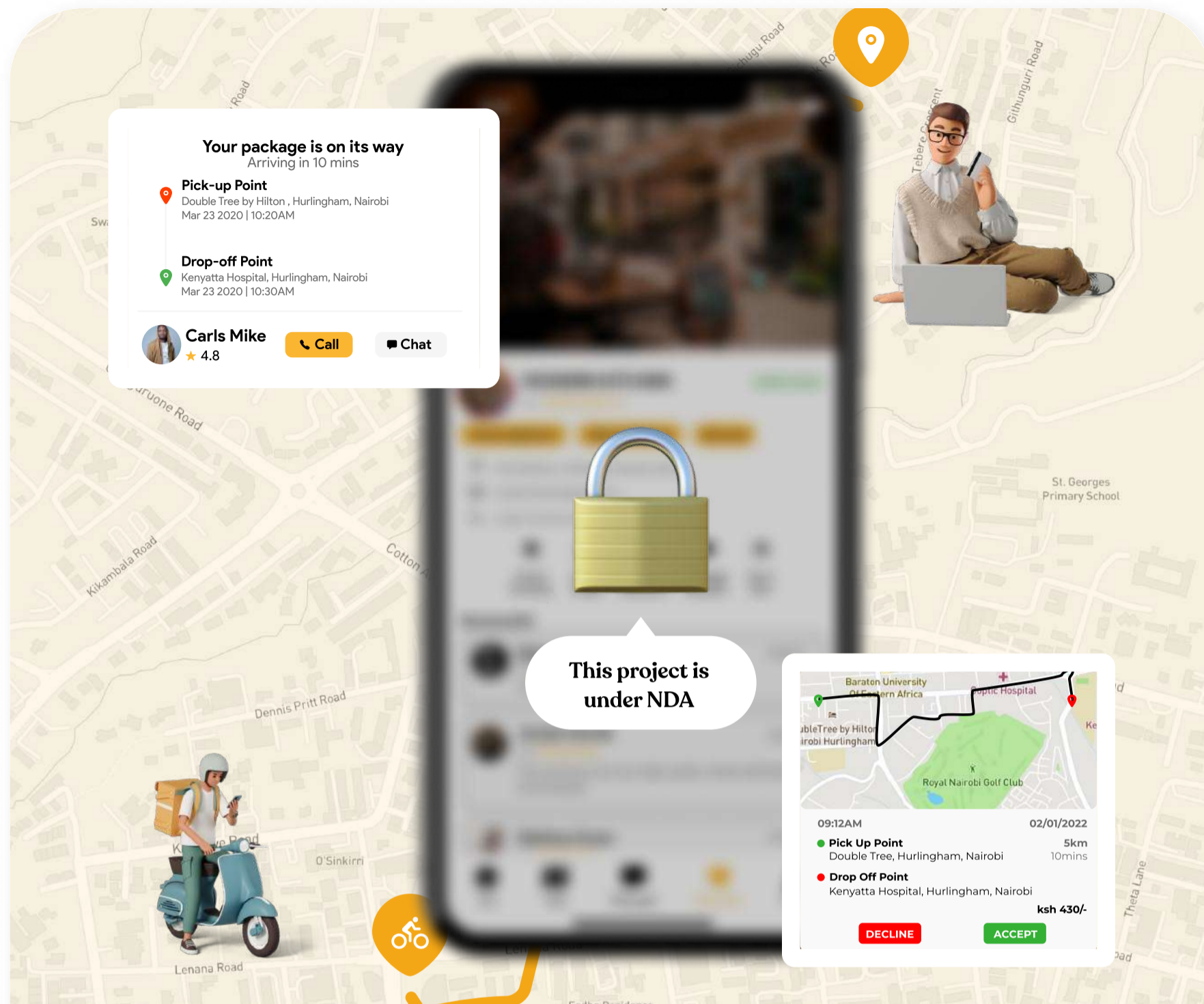
**Read More on this Case Study** 👉🏼

GameTribe

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

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Zoner App

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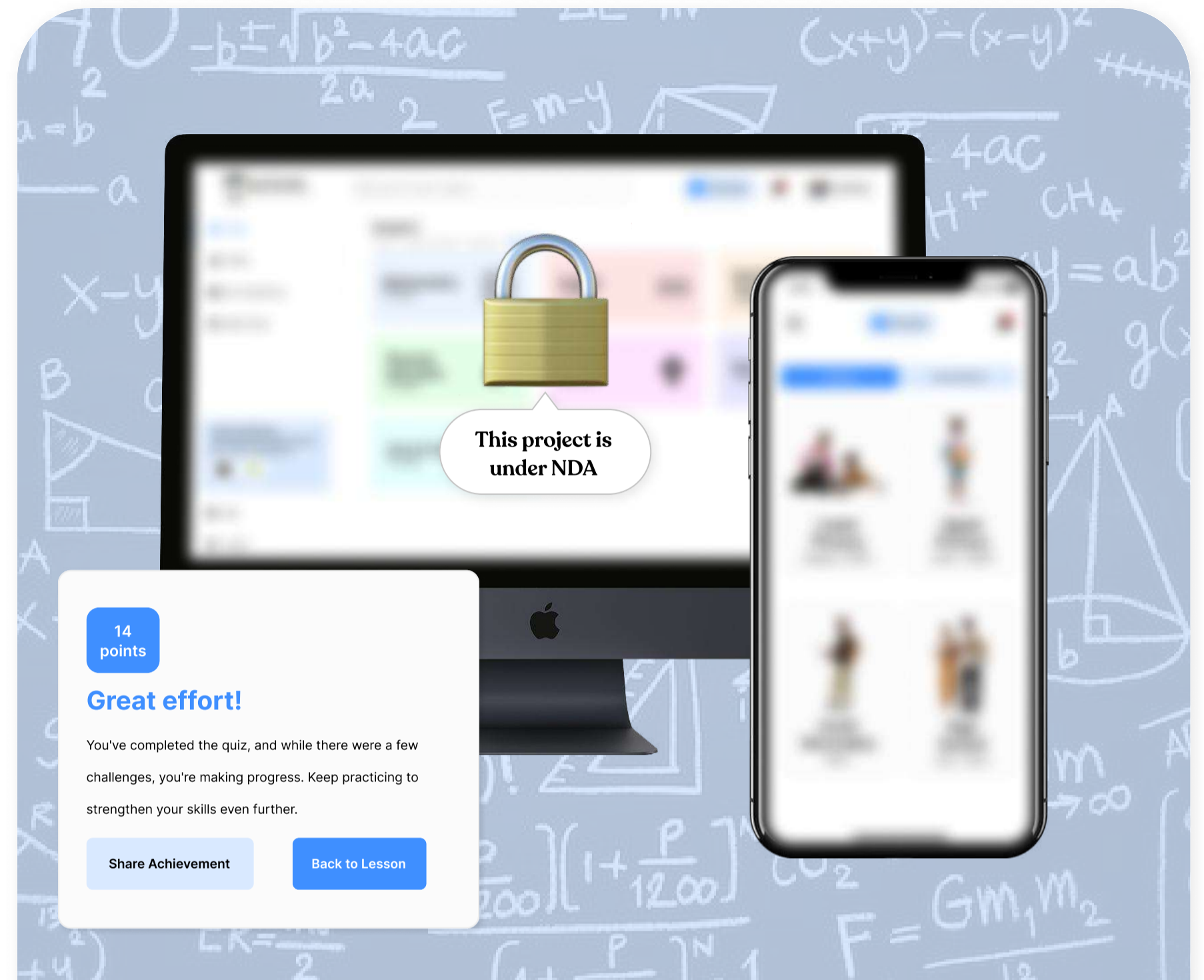
EasyElimu

EasyElimu's platform is designed to provide students with accessible and effective educational resources This included improvements in navigation, interface design, and overall usability, aiming to make learning more intuitive and enjoyable for users.

# View Platform👉🏽
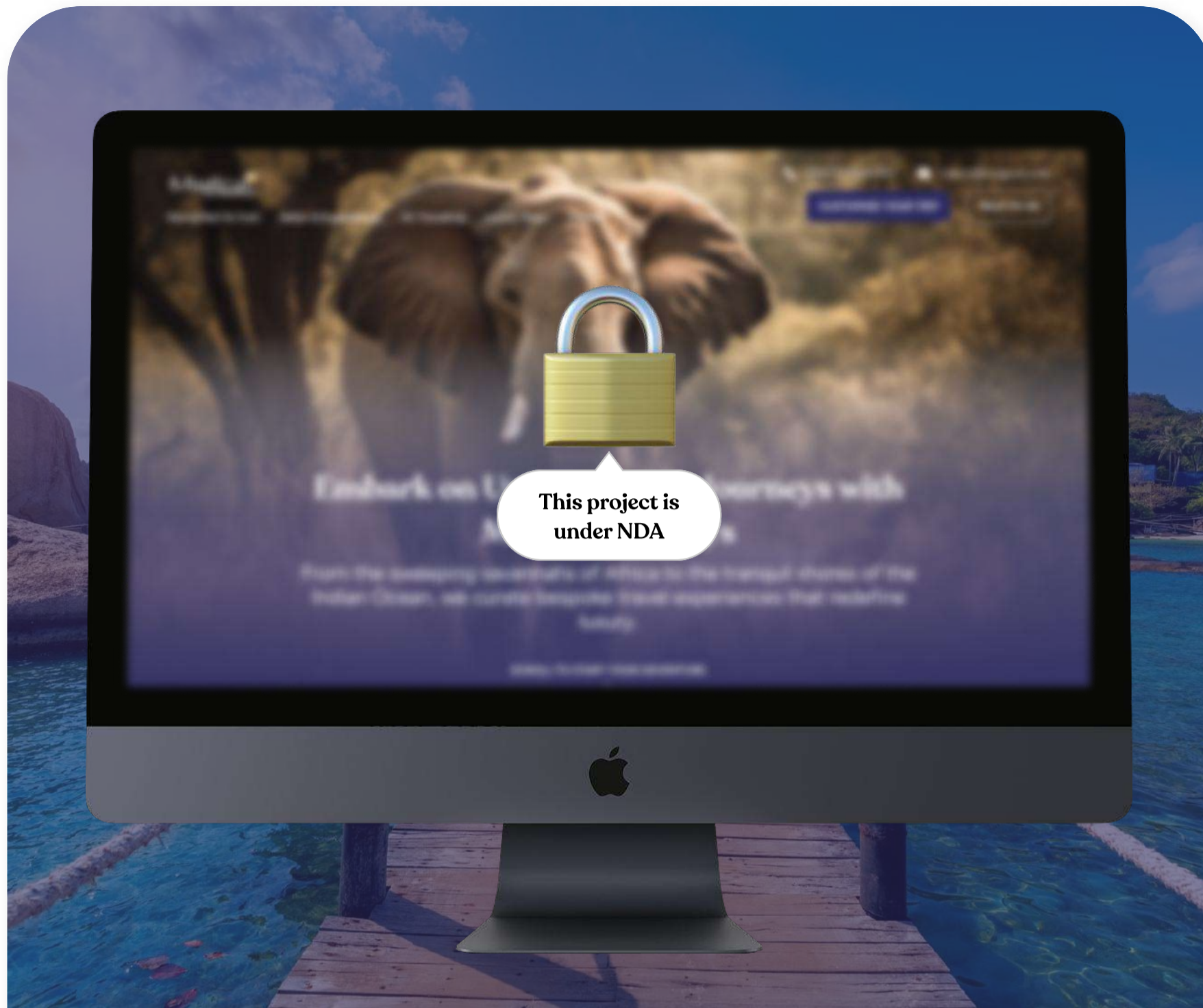
Magical Holidays Website

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.

Smart Brains Africa

Smart Brains' platforms include a comprehensive student portal and a dynamic tutor dashboard. The project involved a detailed analysis of user interactions, leading to a strategic redesign of key elements to better meet the needs of both students and tutors.
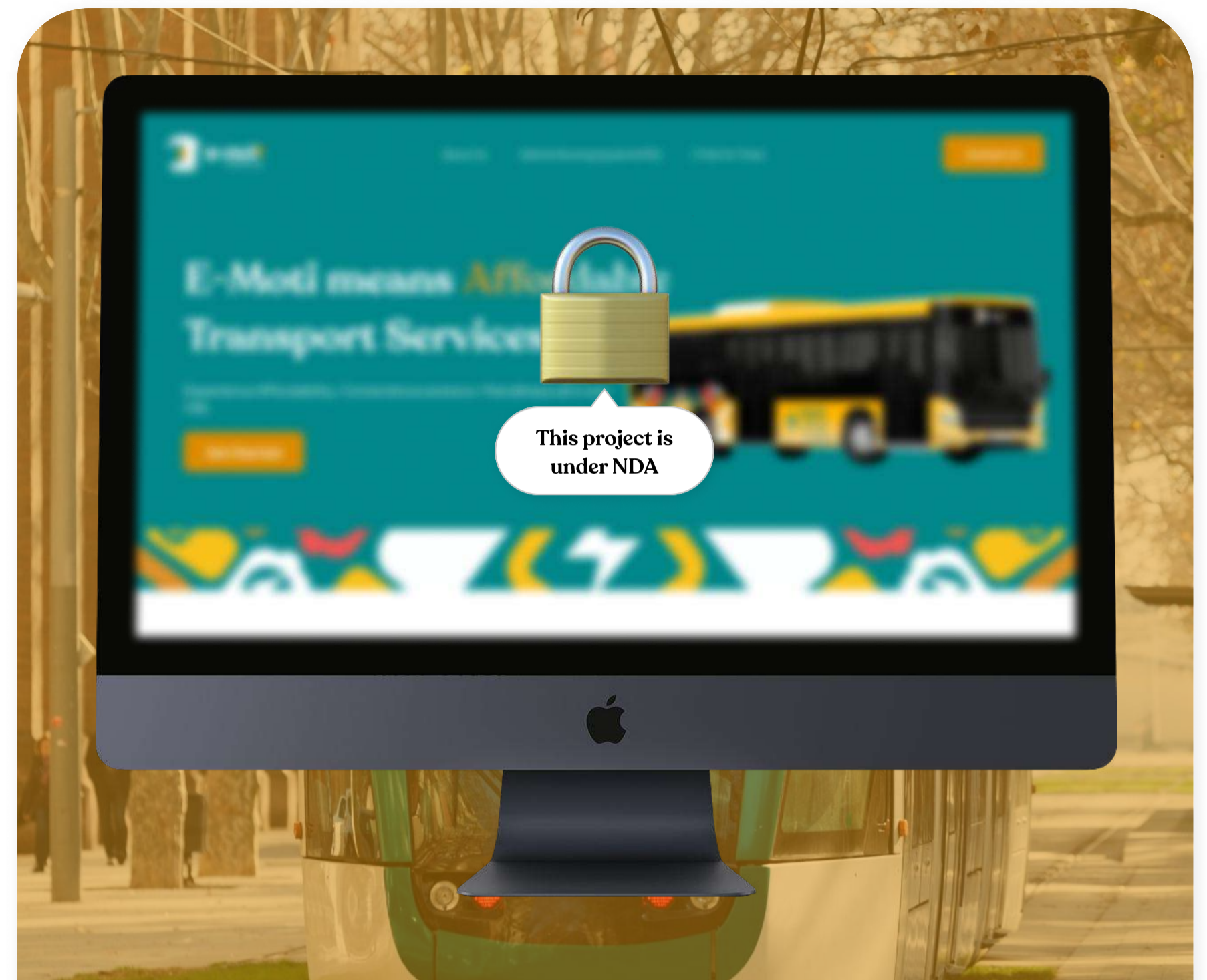
View Platform👉🏽
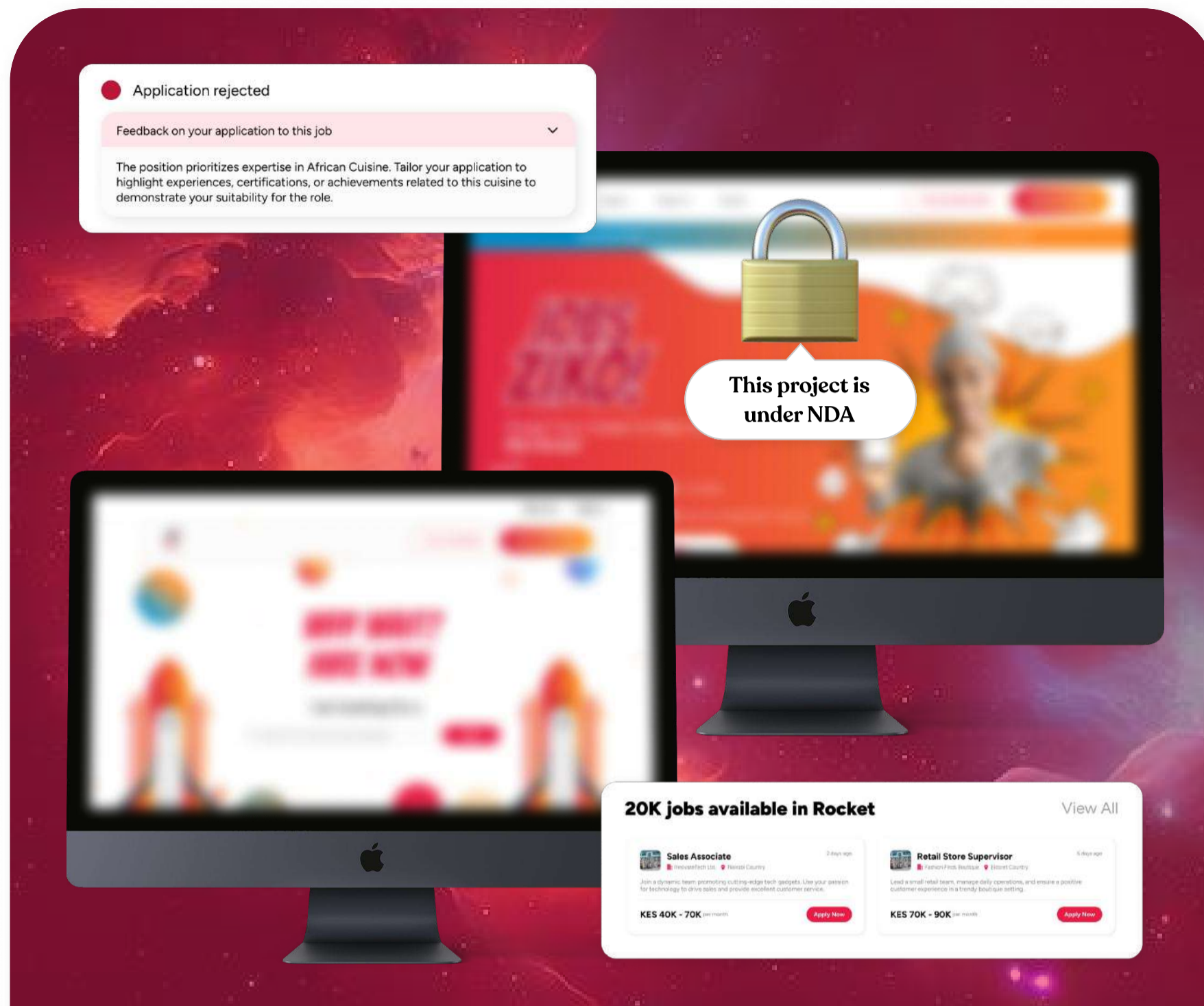
Rocket Jobs

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 👉🏽

E-Moti Website

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.
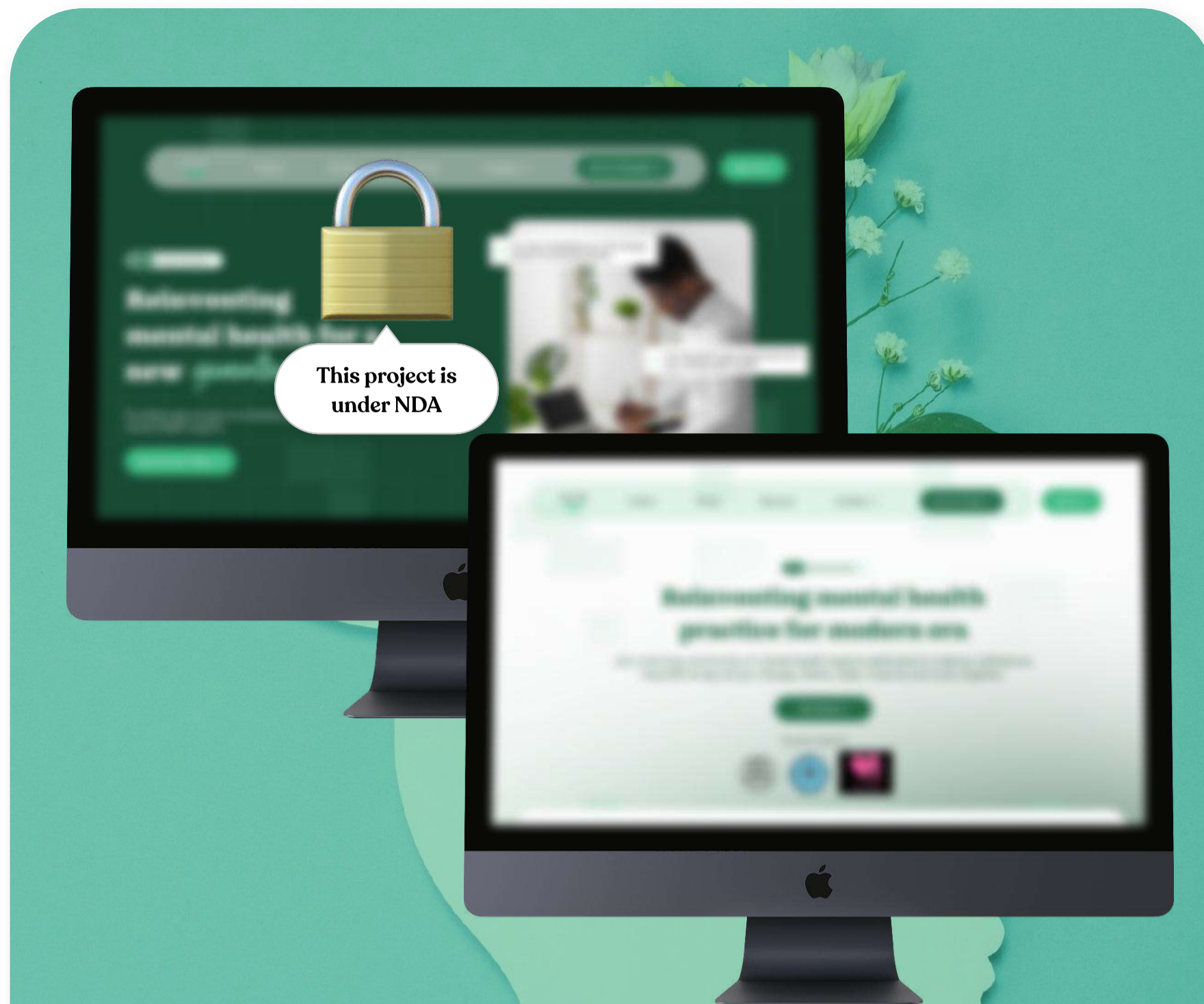
Heyrafiki

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.
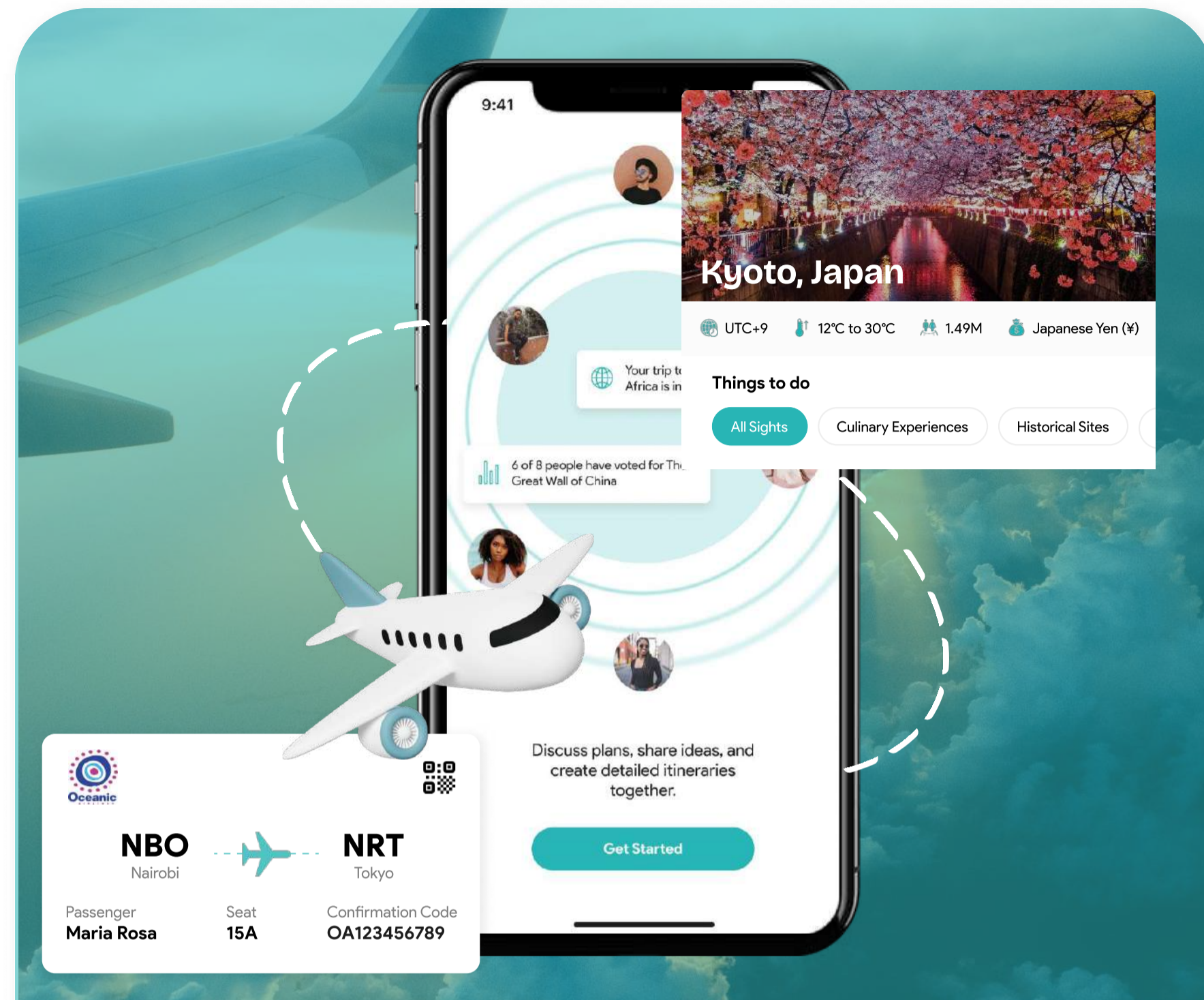
Circle Planner

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.
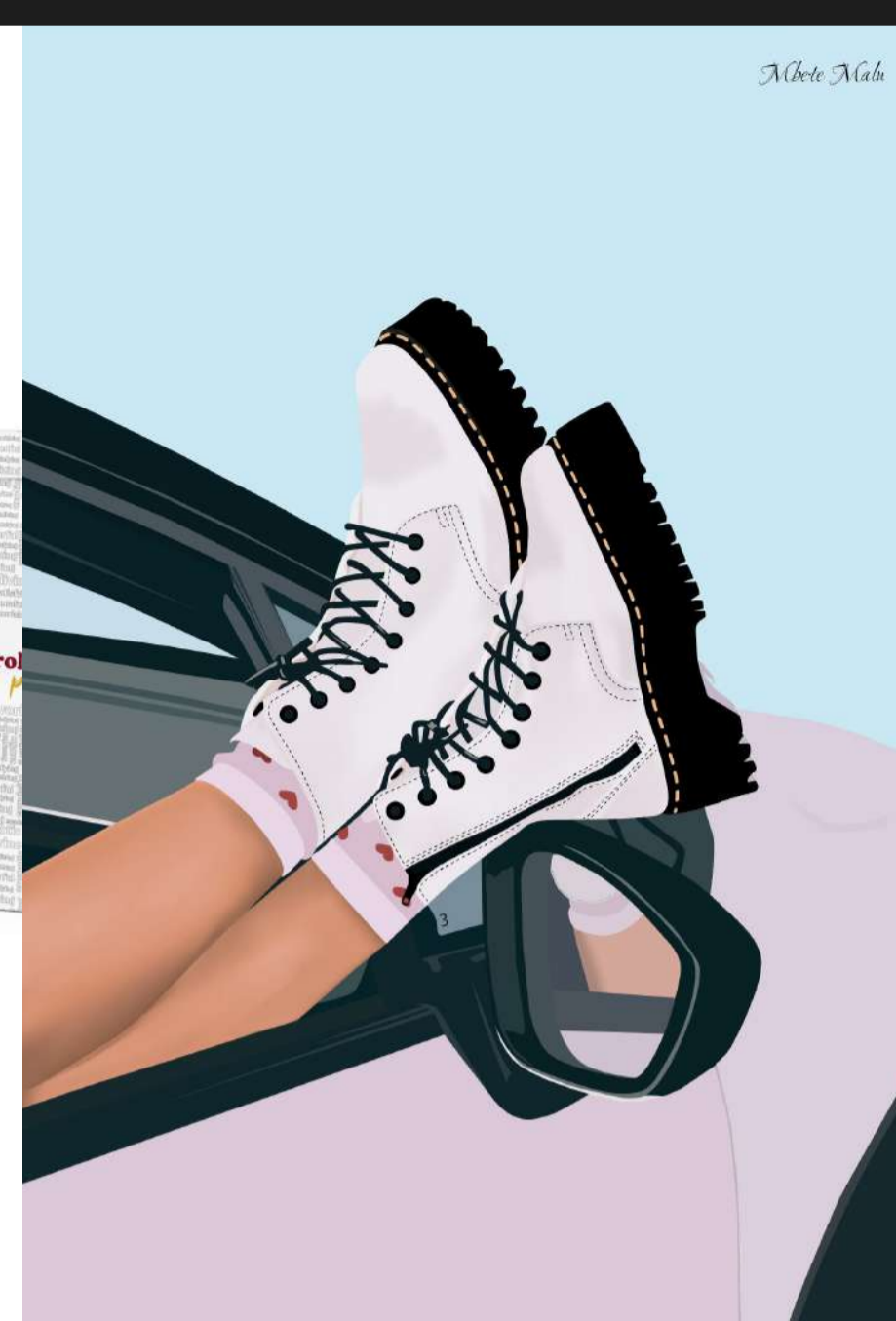
Branding & Digital Art

The Roasted Bean and Rolling Palette Branding Projects exemplify the seamless integration of visual design and brand storytelling. Together, these projects highlight the power of thoughtful design in creating compelling and memorable brand identities.

This digital art portfolio is a testament to the artist's creativity and proficiency in Adobe Illustrator. Each piece highlights the power of digital art to communicate, inspire, and celebrate the beauty and limitless possibilities of this medium.

View More on Dribbble 👉🏼
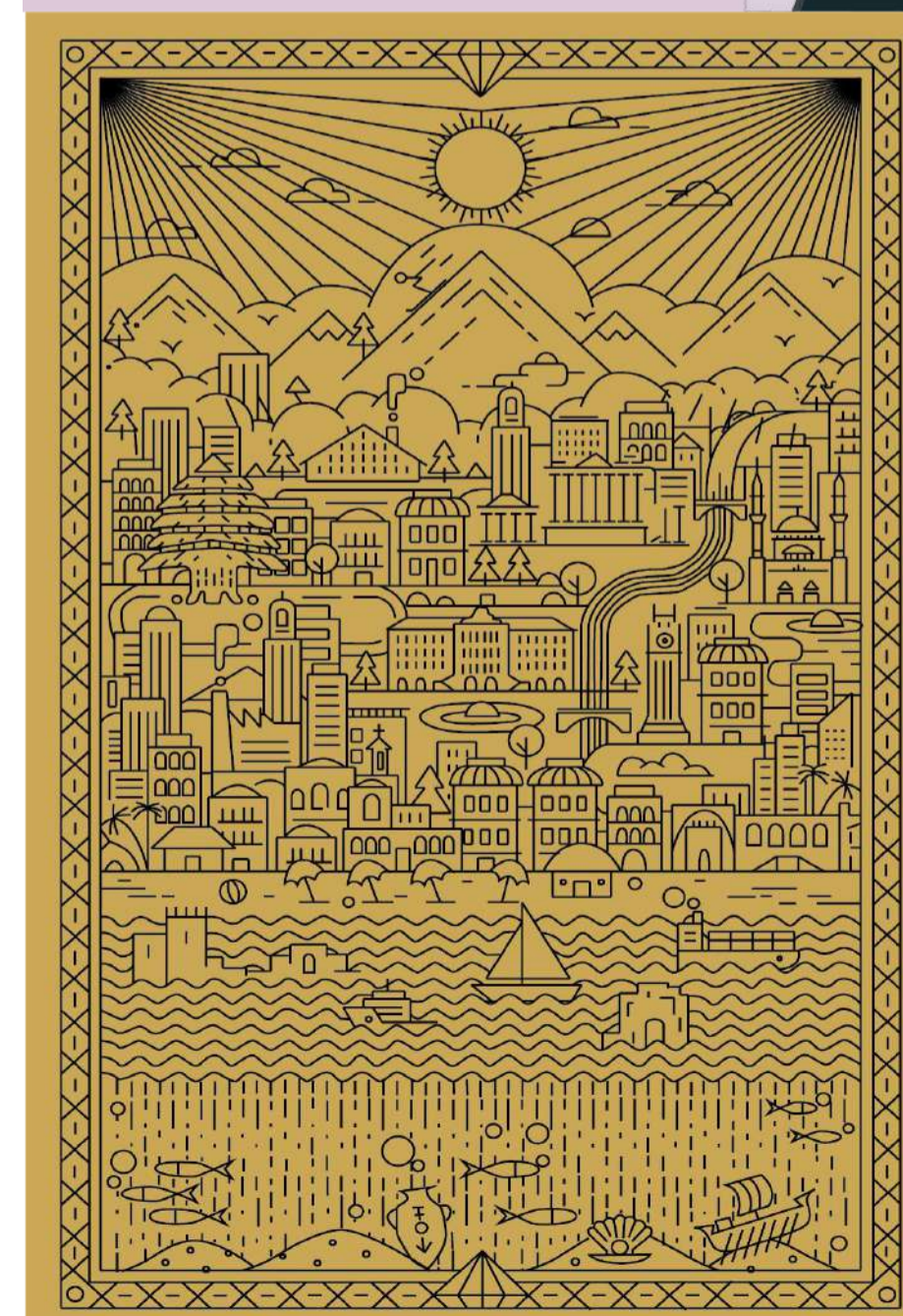
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