Diana Wambui

Product Designer

Nairobi, Kenya (EAT) · thewambuidesign@gmail.com · +254 717 522 311 · theWambuidesign.com
linkedin.com/in/diana-wambui-b66370222

SUMMARY

Product designer with 4 years of experience combining user research, systems thinking and product strategy to ship digital products that work in demanding real-world conditions, including low-connectivity, multilingual and trust-sensitive contexts across African and emerging markets. Has carried commercial risk as a co-founder, shipped products reaching 50,000+ users across 4 countries, and contributed to $100K+ in year-one revenue for a venture she co-founded. Nairobi-based (EAT), most recent role with a London design studio.

EXPERIENCE

Product Designer & Consultant (Independent) 2026 – Present Nairobi, Kenya

- ❖ Independent product design and strategy consulting for early-stage startups and established businesses building for African and emerging-market users.

Product Design Consultant April 2026 Girl Effect

- ❖ Short-term product design consulting for Girl Effect's digital health programmes.

Product Designer April 2023 – July 2026 Here I Am Studio (design agency, London) — part-time

- ❖ Led UX research and UI design for Champions, a community health-education app live in Kenya, Nigeria, Tanzania and Ethiopia with 50,000+ users; ran co-creation workshops with community health workers and optimised core flows for low bandwidth conditions.
- ❖ Designed the UX and conversational flows for WAZZII, a WhatsApp-based sexual and reproductive health chatbot; the pilot reached 5 million young people in 3 months, driving 50,000 chatbot users.

Co-Founder & Creative Director 2023 – 2025 Tikomatata Limited

- ❖ Led brand identity, UX strategy and the mobile-first ticket-purchase flow (simplified to three steps) for an event-ticketing platform in Kenya; contributed to $100K+ in year-one sales.

UI/UX Designer (Internship) Oct 2022 – Mar 2023 Buy Cars Africa

- ❖ Designed UI flows for an online car marketplace, covering listings, search and the buyer enquiry journey.

Data Analyst (Internship) Feb 2022 – Jun 2022 SYBYL

- ❖ Built dashboards and data analysis workflows — the foundation for the systems-thinking approach she now brings to product design.

SKILLS

- **Product & UX** User research, field research, user flows, information architecture, wireframing, prototyping, design systems
- **Interaction & UI** High-fidelity UI, responsive web & mobile, accessibility (WCAG), interaction design

  Strategy Usability testing, design strategy, workshop facilitation, cross-functional collaboration **Tools**

  Figma, FigJam, Framer, Miro, Notion, basic HTML/CSS
- **AI-assisted design** Research synthesis, ideation, content generation, workflow automation

EDUCATION

BSc Computer Technology, Technical University of Kenya · Google UX Design Certificate

AVAILABILITY

Open to full-time, contract and consulting engagements. Remote-first from Nairobi (EAT).