

# VICTOR MUNGAI

## UI/ UX Designer

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www.vicmungai.com

## Education

### University of California

 San Diego

 Jan 2020- Feb 2021

Human Computer Interaction,  
Advanced Certification

### Red & Yellow Creative School of Business

 Cape Town

 Jan 2012- Dec 2012

Post Graduate Diploma  
Marketing & Advertising

Communications Management

### United States International University, Africa

 Nairobi

 Sep 2007- Aug 2011

B.Sc, International Business  
Administration, Finance.

## Experience

### Chumz.io

 Sep 2022- To date

### Product Design and User Experience Consultant

At Chumz, I serve as a Product Design and User Experience Consultant, collaborating with cross-functional teams to troubleshoot usability challenges and deliver user-centered solutions. I lead user research, digital content creation, and media buying (SEO, search, social). I also oversee app/web development, ensuring designs meet user needs.

### Photozuri

 Apr 2018- Aug 2022

### Interactions Design Consultant

Photozuri is an urban online photo printing company where I helped users design and print memories with ease through a native mobile APP.

My role equipped me with team management, audience research and insights generation, visual design and presentation skills. I acquired the capacity to quickly and accurately sketch storyboards and paper prototypes, identify user needs, create user journey maps, derive personas, conduct in-person evaluations using agreed upon heuristics, rapidly create wire-frames and digital prototypes.

Omnicon Media Group, Saracen

 Apr 2016- Mar 2018


### Media Manager

My roles were to build capacity, creating and managing media strategies and executions for youth and discerning professionals targeted campaigns for Safaricom Limited

My day to day involved sitting through brainstorm sessions with Safaricom marketing and creative teams to ensure synergy between media research and creative executions for 'Blaze by Safaricom' and 'Don't Wait' 4G LTE campaigns.

I optimised reach and loyalty for the products with the Kenyan youth by planning and execution of ATL media campaigns and roll out of Blaze Summits; an initiative to empower the youth in business through creating a platform

WPP ScanGroup, Mediacom

 Nov 2014- Mar 2016

### Senior Communications Planner

My main duties included planning and facilitating marketing communications in Kenya for Coke, Fanta, Sprite, Keringet and Dasani brands of The Coca-Cola Company.

These involved:

1. Identifying youth forums and analysing their behavioral characteristics and media consumption habits.
2. Analysing competitive intelligence for the beverage industry in Kenya.
3. Researching and generating insights on the target audience's purchasing habits with a close focus on the Kenyan youth.

4. Developing 360 connections media strategies, annual flow plans and budgets, daily running schedules, tracking and reporting on Synthesis, preparing and presenting Message Management decks, tracking media productivity in collaboration with The Coca-Cola Business Unit Agency Council team.
5. Engaging media owners in creative media buying negotiations and ensuring I deliver to the most competitive rate per audience in the various advertising platforms.

Omnicon Media Group, Saracen

📅 Apr 2013- Oct 2014

### Media and Digital Planner

I planned and executed advertising communication for PK, Juicy Fruit and Orbit Professional brands in Kenya, Uganda and Tanzania markets. My main duties involved action and implementation of media briefs, creating media schedules, media plans and research based rationales supporting the same.

## Skills

### Human Centred Design

Design thinking, Journey Mapping, Rapid prototyping, Story-boarding, Heuristic evaluation, Collaboration, Crowd-sourcing, Direct manipulation & representations, Visual design, Information architecture, Design experiments & analysis.

### Marketing & Advertising

Entrepreneurial Marketing  
Digital Marketing  
Cause & Sustainable Marketing  
Content Marketing, Advertising  
Brands & Branding, Strategic  
Planning, Workplace learning,  
Market research & consumer  
behavior, Behavioral Science  
Data Analytics, CRM, Media  
Planning, Digital Media Planning  
Earned Media / PR

## Finance


Financial Analysis and Reporting, Investment and Portfolio management, Understanding of Global Financial Markets, Corporate Finance, Risk Management, Economic Modeling, Cross-Cultural Communication and Negotiation, Regulatory & Ethical Understanding.

## Technical

Figma, Sketch, Adobe XD, Figjam, Slack, Click Up, Miro, Illustrator, Photoshop, InDesign, Adobe Premiere, Final Cut, R and R Studio Power BI, Quickbooks, Basic Mac & Microsoft Apps,

## Community Service & Honors

Kambui Secondary School for the Hearing Impaired.

 June 2022– March 2025

### Chairman to the Board

I work closely with the Board of Kambui Secondary School for the Hearing Impaired, fostering collaboration between the school and the local community. I'm driving the shift from basic sign language to visual-aided learning through video content. Additionally, I mentor students with hearing impairments and their families, supporting their growth and ensuring better access to education.

### OMD Global Online Mobile Advertising Challenge

Recognized by OMD in 2017 for successfully completing a 3-month workshop focused on enhancing mobile user experiences and optimizing data from social mobile platforms.

### Rising Star Award

Recognized in 2015 by WPP-ScanGroup for the exceptional launch and execution of the Share a Coke campaign, widely celebrated as one of Kenya's most innovative and impactful media initiatives.

### AMASA Workshop (Winning Campaign)

In 2012, conceptualized and implemented an award-winning integrated media strategy for [SafariNow.com](http://SafariNow.com), redesigning the website to enhance user navigation, streamline the booking process, and deliver an intuitive, user-centered experience for seamless holiday planning.