

VICTOR MUNGAI

UI/ UX Designer

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www.vicmungai.com

EDUCATION

University of California

San Diego 01/2020- 02/2021

Human Computer Interaction,
Advanced Certification

Red & Yellow Creative School of Business

Cape Town 01/2012- 12/2012

Marketing & Advertising Communications,
Post Graduate Diploma

United States International University

Nairobi 09/2007- 08/2011

B.Sc, International Business Administration,
Finance.

EXPERIENCE

Chumz.io

09/2022- To date

Product Design and User Experience Consultant

My day to day involves collaborating with business founders, engineers, data analysts and customer outreach teams to troubleshoot usability challenges and deliver user centred solutions.

I'm also involved in oversight on strategy execution, digital content creation, digital media buying (display, search, SEO, Social) web/ app development amongst other functions such as BTL and ATL communication.

Photozuri

04/2018- 08/2022

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.

This involved continuously reviewing usability and design flaws and delivering user centred solutions.

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



04/2016- 03/ 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 that catalysed creativity for them to share their ideas with relevant influencers and mentors.

WPP ScanGroup, Mediacom



11/2014- 03/2016

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



04/2013- 10/ 2014

Media and Digital Planner

I planned and executed 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

- Journey Mapping
- Rapid prototyping
- Storyboarding
- Heuristic evaluation
- Online collaboration
- Crowdsourcing
- Direct manipulation and representations
- Visual and information design
- Design experiments and analysis.

Advertising Communication

- Audience research
- Competitor Analysis
- Communication Strategy development
- Pitching Ideas
- Trend forecasting
- Media planning optimisation
- Digital Media Management

IBA, Finance

- Financial Analysis and Reporting
- Investment and Portfolio Management
- Understanding of Global Financial Markets
- Corporate Finance
- Risk Management
- Economic and Financial Modelling
- Cross-Cultural Communication and Negotiation
- Regulatory and Ethical Understanding
- Leadership and Teamwork

Technical

- Figma
- Sketch
- Adobe XD
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- R and R Studio
- Final Cut
- Basic Mac and Microsoft Apps
- Microsoft Power BI
- Quickbooks

REFEREES

Samuel Kinyanjui
Co Founder & Product Designer, Chumz
Cellphone: 0723700403

Sam Njuguna
CEO, Chumz
Cellphone: 0729437585

LEADERSHIP & COMMUNITY SERVICE

Chairman to the Board

 06/2022- 03/2025

I am currently involved in offering strategic approach and guiding the board of Kambui Secondary School for the hearing impaired. My roles include understanding the hearing impaired community and creating a platform for consensus with the school administration and the Kambui community.

I have also taken it as a personal responsibility to transform learning in the school from basic signing to visual aided learning through provision of video format learning content. In addition, I offer mentorship to both the students with hearing impairment and their immediate family members.

HONORS

OMD Global Online Mobile Advertising Challenge

Awarded by OMD for successfully completing a 3 months workshop geared at improving mobile user experience and maximising data collected from social mobile sites in 2017.

Rising Star Award

Awarded by WPP- ScanGroup for launching and managing Share A coke campaign; one of the most remarkable media campaigns in Kenya, 2015

Advertising and Media Association of SA workshop 2012 (Winning Campaign)

Developed an integrated media strategy for SafariNow.com which involved redesigning their website to provide their users' with an ultimate easy to browse experience and peace of mind while booking their holidays

