IKAPEL EMMANUEL

Innovative and user-focused UI/UX Designer and Digital Marketing Specialist with 12 years of experience designing intuitive, high-impact digital products across fintech, e-commerce, and enterprise platforms. Proven expertise in user research, interaction design, and digital product strategy, driving engagement and business growth through human-centered design. Skilled at collaborating with cross-functional teams in agile environments to deliver solutions that balance user needs, technical feasibility, and business goals.

Passionate about creating seamless, inclusive, and scalable digital experiences that transform how people access and manage financial services.

💼 EXPERIENCE

Dec 2020 – To date
Kimisitu Sacco

DIGITAL MARKETING SPECIALIST
- Spearhead UX strategy and digital experience design for Sacco's fintech platforms, including member portal, mobile loan app, and digital payments.
- Led user research and usability testing, identifying member pain points and increasing online loan application success rate by 40%.
- Collaborated with developers and product managers in an agile environment to redesign the corporate website (**www.kimisitusacco.or.ke**)
- Integrated analytics and user feedback to refine digital journeys, achieving 30% growth in digital engagement.
- Drove data-informed design decisions aligned with strategic business objectives and objectives and key results, ensuring measurable UX improvements.

Key Achievements:
- Elevated Kimisitu's digital platforms to align with modern fintech UX standards and improved digital member onboarding efficiency.

Aug 2018 – To date
ikapelemmanuel.co.ke

UI/UX DESIGNER FREELANCER
- Designed end-to-end fintech and e-commerce products, from user research to prototyping and final UI.
- SLIP Fintech App Redesign: Led a complete UX overhaul, reducing transaction completion time by 35% and boosting active users by 25% within six months (**www.slipllc.com**)
- Delivered intuitive interfaces for digital ecosystems emphasizing security, trust, and accessibility.
- Conducted A/B testing, design sprints, and usability studies to validate new features pre-launch.
- Designed user journeys for financial inclusion tools, digital wallets, and e-commerce checkout flows.
- Designed enterprise dashboards and e-commerce interfaces for clients such as TEKI (www.teki.co.ke) and NAIROBI BREAD (www.nairobibread.com) increasing conversion rates by 35–40%.
- Collaborated closely with cross-functional teams, including developers, designers and product managers, ensuring compliance, functionality, and user-centric design.

Selected Clients:
- Mary Wangari (www.marywangari.com)
- SLIP Fintech App(www.slipllc.com)
- SME E-Commerce Platforms(www.teki.co.ke)

Oct 2014 – Aug 2018
Eyeballs Group Limited

LEAD UI/UX DESIGNER
- Championed a user-centered design culture across product teams and integrated UX research into business strategy.
- Developed scalable design systems to maintain brand consistency across multiple digital touchpoints.
- Created responsive prototypes and mobile interfaces using Figma and Adobe XD, improving usability and retention metrics.
- Collaborated with developers to ensure design feasibility and pixel-perfect implementation.

Key Tools: Figma, Adobe XD, Sketch, Google Analytics, Hotjar, HTML/CSS and Adobe Creative Suite

April 2018 – Oct 2018
Skyetechgroup

LEAD UI/UX DESIGNER
- Led research, usability testing, and interaction design for web and mobile fintech applications.
- Directed end-to-end UX processes, including wireframing, prototyping, and agile collaboration with developers and product teams.
- Spearheaded creation of a scalable design system, improving design efficiency by 30%.
- Designed the National Police Service Portal, creating a unified analytics dashboard that improved operational efficiency by 30%.

Sept 2013 – Oct 2014
Master Class Solution

GRAPHIC DESIGNER
Created digital and print assets supporting brand campaigns and online communications.

Aug 2013-sept 2013
Horizon Contact Center

DATA ENTRY CLERK
- Accurately entered, updated, and maintained large volumes of data in company databases and systems.
- Verified data integrity by performing regular audits and cross-checks to minimize errors and maintain accuracy.

Jan 2013 - Jun 2013
Koral Paints

WEB DESIGNER
- Designed and developed responsive, user-friendly websites that align with client and organizational goals.
- Collaborated with marketing and development teams to translate brand guidelines and business objectives into engaging digital experiences.

CONTACT ME

📞 **Phone**
+254 706 728 553

✉️ **Mail**
ikapelmanu@gmail.com
info@ikapelemmanuel.co.ke

🌐 **Web**
www.ikapelemmanuel.co.ke

PRO SKILLS

VIDEO PRODUCTION & EDITING

WIREFRAMING AND UI PROTOTYPING

COLLABORATION AND CO-CREATION

UX WRITING(HTML5 AND CSS3)

VISUAL COMMUNICATION

INTERACTION DESIGN

SEO EXPERTISE

ANALYTICS

DIGITAL AND SOCIAL MEDIA MARKETING

FOLLOW ME

Facebook
facebook.com/ikapel.emmanuel

linkedin
linkedin.com/in/ikapel-emmanuel

Twitter
twitter.com/ikapelemmanuel

SELECTED FINTECH & DIGITAL EXPERIENCE

- **SLIP Fintech App:** UX redesign that improved transaction flow and engagement.
- **Kimisitu Mobile & Web Platforms:** Enhanced member digital journeys, enabling seamless online loan applications and digital payments.
- **Kimisitu Digital Member Portal:** Improved UX for online self-service and account management.
- **E-Commerce Dashboards (TEKI, SOMA, Nairobi Bread):** Streamlined purchase flow and improved customer conversion rates.

EDUCATION

June 2022 - To date
JKUAT

DEGREE IN COMPUTER SCIENCE
Topics including data mining and analysis, cloud solutions setup, and use of CRMs such as Salesforce and Microsoft, website Design and Development

Jan 2024 - Jan 2025
GOTECI INTERNATIONAL

CERTIFICATE IN DIGITAL MARKETING
Understanding Digital Marketing Environment, How to create Customer Journey Map, Social Media Marketing, Search Engine Optimization, Digital Advertising, Digital Marketing Strategy, Content Marketing, Email Marketing, Influencer Marketing, Ecommerce Marketing, Digital Marketing Budget

April 2012 - June 2013
Nairobits School of Design

DIPLOMA IN WEB & GRAPHIC DESIGN
Am experienced in all type of Websites Design and Frontend Development, and also in Web and Desktop application with the following tools
- HTML5, CSS3, SASS, LESS, Stylus
- CMS (Joomla Databases, Wordpress)
- Photoshop, Illustrator, InDesign, Adobe XD, MockFlow, Figma, Sketch, Zeplin, Sketch up 3D, Dreamweaver Sublime text

Jan 2008 - Nov 2011
Chebuyusi Boys school

CERTIFICATE IN SECONDARY EDUCATION
Scored C(plain)

Jan 1999- Nov 2007
Kocholia Primary School

CERTIFICATE IN PRIMARY EDUCATION
Scored 298 Marks

SKILLS

- User-Centered Design Strategy – Creating experiences driven by research, empathy, and measurable outcomes.
- Design System Leadership – Building scalable systems ensuring brand consistency across digital products.
- Prototyping & Interaction Design – Translating complex ideas into intuitive and engaging interfaces.
- UX Research & Testing – Conducting usability studies, A/B tests, and journey mapping to guide decisions.
- Cross-Functional Collaboration – Partnering with marketing, development, and product teams for seamless execution.
- Accessibility & Inclusivity – Designing products that are intuitive, inclusive, and accessible to all users.
- Data-Driven Design Decisions – Leveraging analytics, heatmaps, and conversion data to optimize user flows.
- Conversion Rate Optimization (CRO) – Aligning design and marketing goals to improve engagement and sales funnels.
- SEO & Content Strategy Alignment – Designing interfaces that enhance visibility and storytelling.
- Omnichannel Experience Design – Integrating brand consistency across websites, social media, and campaigns.
- Campaign Landing Page Design – Crafting high-performing, conversion-focused pages for digital campaigns.

REFERENCES

- **Martin Muli**
  Founder at Eyeballs Group Limited
  P.o Box 50 Kunde Road Nairobi Kenya
  0715510797
  martin@eyeballs-marketing.com

- **Gabriel Linyereri Saka**
  Senior Manager Innovation & Design - VISA
  0720415143
  gabugabu@gmail.com

- **David Mwangi**
  Senior UX Designer - Google
  0712915850
  mail2davie@gmail.com

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