Portfolio

Usaka Wilfred
Product Designer | UI/UX Designer
Kampala, Uganda

Hello!

Usaka Wilfred

About me

CONTACTS
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I am a creative UI/UX designer with over 3 years of experience in crafting intuitive, user-centric digital solutions. I specialize in creating visually appealing and functional designs that enhance user experiences across various platforms. My expertise includes wireframing, prototyping, and conducting user research to ensure that my designs meet the needs and expectations of my users. I am proficient in tools like Figma and Adobe XD, and I stay updated with the latest trends and technologies in the ever-evolving world of UI/UX design. My goal is to create seamless and impactful digital experiences that drive user engagement and satisfaction.

WORK EXPERIENCE

- 2023 Freelance — UI/UX & Graphic Designer
- 2022 - Present Kaizen Technologies — Product Designer
- 2021 - 2022 Kaizen Technologies — Graphic Designer
- 2020 The Design Hub — Senior UI/UX Product Designer

CREATIVE SKILLS

- Wireframing & Prototyping
- Design Systems
- Mobile App Design
- Web Design
- Brand Identity
- Illustration
- Typography
- Color Theory

CREATIVE TOOLS

Figma, Adobe XD, Photoshop, Illustrator, Canva, Procreate, Blender, Spline, Notion, Trello, Slack, Zoom, Google Suite, Microsoft Suite

MANDATORY

- Fluent English and Luganda
- Organized and proactive
- Adaptable and quick learner
- Can work in teams and independently

HOBBIES & ACTIVITIES

- Reading
- Watching movies
- Gaming
- Cooking
- Exploring new tech

Content

01 UI/UX
02 Brand Identity
03 Corporate Branding
04 Document Creation

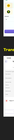
01. UI/UX

Figma files are available on request

UI/UX Remodel

Remodeling the way we interact with financial technology, this project focuses on enhancing the user experience for a leading fintech platform. The goal was to simplify complex financial processes, making them more accessible and user-friendly. The redesign aims to boost user engagement and satisfaction by streamlining key functionalities and improving overall usability.

Homepage



Pain Points
- Cluttered Layout: The homepage has a cluttered layout with too many elements competing for attention, which can overwhelm users and make it difficult to find important information.
- Lack of Personalization: The homepage does not provide personalized content or recommendations based on user preferences or past interactions, which could enhance the user experience.

Design Improvements
- Simplified Layout: Implement a cleaner, more organized layout with clear sections and ample whitespace to reduce clutter and improve readability.
- Personalized Content: Introduce personalized content and recommendations based on user preferences and past interactions to enhance the user experience.
- Quick Access Features: Provide quick access to frequently used features and services on the homepage to streamline user interactions.
- Interactive Elements: Incorporate interactive elements such as tooltips and guided tours to help users navigate the homepage more effectively.
- Visual Hierarchy: Use visual hierarchy to prioritize important information and guide users' attention to key elements.

Send Money

Pain Points
- Complex Interface: The interface for sending money is complex with too many steps and options, which can confuse users and make the process time-consuming.
- Lack of Clarity: The interface does not provide clear instructions or feedback at each step, leading to uncertainty and potential errors.

Design Improvements
- Simplified Interface: Streamline the interface by reducing the number of steps and options, making the process more straightforward and quicker.
- Clear Instructions: Provide clear instructions and feedback at each step to guide users and reduce uncertainty.
- Error Prevention: Implement error prevention mechanisms and provide clear error messages to help users avoid and correct mistakes.
- Quick Access: Provide quick access to frequently used features and services on the homepage.
- Visual Hierarchy: Use visual hierarchy to prioritize important information and guide users' attention to key elements.

Airtime & Data Purchase

Pain Points
- Complex Interface: The interface for purchasing airtime and data is complex with too many steps and options, which can confuse users and make the process time-consuming.
- Lack of Clarity: The interface does not provide clear instructions or feedback at each step, leading to uncertainty and potential errors.

Design Improvements
- Simplified Interface: Streamline the interface by reducing the number of steps and options, making the process more straightforward and quicker.
- Clear Instructions: Provide clear instructions and feedback at each step to guide users and reduce uncertainty.
- Error Prevention: Implement error prevention mechanisms and provide clear error messages to help users avoid and correct mistakes.
- Quick Access: Provide quick access to frequently used features and services on the homepage.
- Visual Hierarchy: Use visual hierarchy to prioritize important information and guide users' attention to key elements.

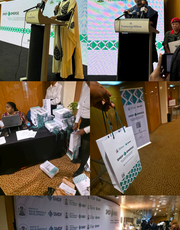
Transaction Status

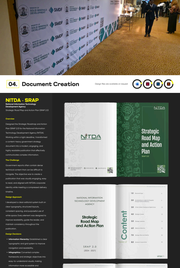
Pain Points
- Lack of Clarity: The transaction status does not provide clear information about the current status of the transaction, leading to uncertainty and potential errors.
- Limited Notifications: The system does not provide timely notifications about transaction status updates, which can lead to users being unaware of important changes.

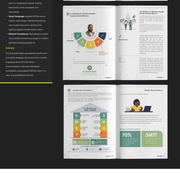
Design Improvements
- Clear Status Updates: Provide clear and real-time updates on the transaction status to keep users informed.
- Timely Notifications: Implement timely notifications to inform users about transaction status updates.
- Error Prevention: Implement error prevention mechanisms and provide clear error messages to help users avoid and correct mistakes.
- Quick Access: Provide quick access to frequently used features and services on the homepage.
- Visual Hierarchy: Use visual hierarchy to prioritize important information and guide users' attention to key elements.

02. Brand Identity

Design files are available on request







03. Event & Environmental Branding

Corporate Branding SMDF Emerge Launching

The Corporate Branding project for SMDF Emerge aimed to establish a cohesive and impactful brand identity for the company's launch. The project encompassed various aspects, including logo design, color schemes, typography, and visual elements, ensuring a consistent and professional presentation across all platforms. The goal was to create a strong first impression and lay the foundation for SMDF Emerge's brand recognition and market presence.

SMDF EMERGE
Strategic Management Development Emerge
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