

Kato Drake Smith

UX/UI Designer

User experience designer with 7 years of experience creating interactive user experiences. Collaborated with teams of 1-30 people across technology, business, and design departments. In my previous roles, I have been responsible for discovering, defining a problem, and designing a solution to solve complex problems in a user-centric way.

EXPERIENCE

Code 256 Limited, Kampala, Uganda

UX/UI Designer – PartTime

August 2016 – Present

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Independently execute a full UX design process, from research to production, for new features or feature enhancements
- Develop and execute UX Research Plans for new and prospective features and summarize and interpret research findings
- Prepare and conduct user interviews, user ideations, observed workflows, and user prototype tests
- Create beautiful, polished, production-ready web and mobile designs that adhere to company branding standards and UX best practices
- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages
- Conducted evaluative testing with 10+ participants using InVision and UserTesting.com; synthesized and designed against findings which reduced bounce rate for primary user flow by 30%
- Reduced design costs by 25 percent by creating a plan to merge related products into one, more streamlined product.
- Conceptualized, designed, and developed marketing pages and custom features of e-commerce website directly contributed to over 140% increase in revenue.

SWY.iO, Remote – Parttime

UX Designer & Front-End Developer

April 2022 – Present

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Independently execute a full UX design process, from research to production, for new features or feature enhancements
- Create quality mockups and prototypes from the designs.

Collywood Productions, London, England – Remote

UX/UI Designer

Plot 90 Kanjokya Street, Kampala

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<https://drakeson.github.io>

SKILLS

– Design and Prototyping:

Figma, Sketch, Notion, and InVision

– Design Skills:

User Research, Analysis, User Stories, User Personas, Journey Maps Storyboards, Competitive Audit, Information Architecture, Usability Testing, Wireframing, Interaction Design, User Interface Design

– **Development:** HTML, CSS, JS, Vue JS, Nuxt, Swift, SwiftUI, Java, Kotlin, MySQL, Firebase, AWS,

– **Others:** Experienced with Conversion Rate Optimization, Agile Project Management, Business Analysis, and Software Development Life Cycle (SDLC), JIRA, Git, Test Cases, Unit Testing

EDUCATION

Ndejje University

Bachelor's Degree in Information Technology

2014–2017

Kampala, Uganda

GOOGLE UX DESIGN

PROFESSIONAL

CERTIFICATE

User Experience

Research and Design

Specialization Certificate

July 2021 – July 2022

- Prepare and conduct user interviews, user ideations, observed workflows, and user prototype tests
- Continuously improve our visual design work and UX processes using the newest techniques and approaches such as the One Day Design Sprint
- Work in close collaboration with users, Product leadership, Development, Branding, and other key stakeholders
- Create beautiful, polished, production-ready web and mobile designs that adhere to company branding standards and UX best practices
- Illustrate design ideas using storyboards, process flows and sitemaps
- Creating user-centered designs by understanding business requirements, and user feedback
- Creating user flows, wireframes, prototypes, and mockups
- Translating requirements into style guides, design systems, design patterns, and attractive user interfaces.

Lyx, LLC, Los Angeles, CA, United States – Remote

UX/UI Designer

February 2020 – November 2020

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- Continuously improve our visual design work and UX processes using the newest techniques and approaches such as the One Day Design Sprint
- Work in close collaboration with users, Product leadership, Development, Branding, and other key stakeholders
- Create beautiful, polished, production-ready web and mobile designs that adhere to company branding standards and UX best practices
- Illustrate design ideas using storyboards, process flows and sitemaps
- Creating user-centered designs by understanding business requirements, and user feedback
- Creating user flows, wireframes, prototypes, and mockups
- Translating requirements into style guides, design systems, design patterns, and attractive user interfaces joiners in the Berlin office.

Darlins Limited, Kampala, Uganda

UX Designer

January 2012 – June 2016

- Led full redesign of the website with findings from customer segmentation and competitive research, increasing website leads by 200%
- Designed e-commerce strategies for an online clothing retailer including optimizing advertisements, newsletters, and promotional communication; increased online sales by 10%
- Conducted 25+ user-testing focus groups leading to 3 new product features in 6 months.
- Reduced design costs by 25 percent by creating a plan to merge related products into one, more streamlined product.
- Analyzed impact and effectiveness of in-app UI changes on customer retention; identified features of customer behavior and recommended additional menu modifications

UX & Web Design Certificate

IOS & SWIFT – THE COMPLETE IOS APP DEVELOPMENT BOOTCAMP

ANDROID APP DEVELOPMENT BOOTCAMP

Awards

- Audience's Best App: MTN App Challenge 2015
- Winner UNESCO Hackathon, Kenya 2015
- Winner Uganda Health App Challenge
- Winner HACK4AG App Challenge
- Winner Booking.com Challenge 2017
- 2nd Place Tech for Governance Dar-es-Salam 2016
- Mentor GIS Hackathon 2016 & 2017