

RODGERS MKOLWE

Nairobi • +254 741 363 084 • rodgersmkolwe@gmail.com • www.rodgersmkolwe.com

Computer Science

Product-focused UI/UX Designer with experience leading end-to-end design for SaaS, enterprise, and health tech platforms. Skilled in user research, user journey mapping, persona development, interaction design, usability testing, and scalable design systems. Experienced collaborating with cross-functional stakeholders including product managers, engineers, founders, HR leaders, and clinical teams to translate complex workflows into intuitive, accessible, and high-performing digital products. Proven ability to improve task efficiency, engagement metrics, and operational clarity through research-driven design decisions.

WORK EXPERIENCE

FuelPoa

01/2026 – Present

FuelPoa is a digital platform focused on improving fuel price transparency in Kenya by enabling drivers to easily compare petrol station prices and locate the most affordable fueling options nearby.

Product Designer | UX Research • Interaction Design • Product Strategy • Contractor

Nairobi, Kenya

- Designed **FuelPoa**, a web platform concept aimed at solving fuel price transparency challenges for **4M+ drivers in Kenya**, enabling users to compare fuel prices across nearby petrol stations.
- Identified key user pain points around **price visibility and inefficient station discovery**, translating insights into a **mobile-first interface that reduces decision time when choosing where to fuel**.
- Designed a **map-based price comparison experience** allowing users to locate nearby stations and evaluate fuel options within **2–3 taps**, simplifying the fueling decision process.
- Developed **user journeys, task flows, and wireframes in Figma**, creating an intuitive experience focused on **speed, clarity, and minimal cognitive load**.
- Built a **scalable design system with reusable UI components**, supporting consistent product growth as more stations and pricing data are added.
- Created **interactive prototypes to validate usability and navigation flows**, improving clarity of pricing information and overall product usability.
- Designed the product to support **crowdsourced fuel price updates**, enabling scalable data collection and improving price accuracy across multiple locations.
- Documented **design-to-development handoff specifications**, ensuring efficient collaboration with developers and smooth implementation of UI components.

Medical ERP System (Health Tech SaaS)

11/2025 – Present

UI/UX Designer

- Led end-to-end UX design for a hospital and clinic ERP platform used by administrators, doctors, and clinical staff.
- Facilitated stakeholder discovery sessions with hospital administrators and medical staff to define product requirements and pain points.
- Conducted user research and workflow audits, identifying 12+ friction points across patient records, scheduling, and billing systems.
- Developed personas, journey maps, and task flows to align stakeholders around user-centered solutions.
- Redesigned core workflows, reducing task completion time by approximately 30% and improving operational efficiency.
- Improved navigation and information architecture, reducing onboarding time for new staff by an estimated 40%.
- Designed real-time dashboards for billing and patient tracking, improving reporting clarity and reducing manual errors.

- Established a scalable design system with reusable components, increasing design-to-development efficiency by 25%.
- Partnered with engineering teams during sprint cycles, providing annotated specs and participating in QA reviews to minimize UI defects before release.
- Ensured WCAG accessibility compliance across forms, dashboards, and system interfaces.

Sema (B2B Mental Health SaaS Platform)
UI/UX Designer

06/2025 - Present

- Designed multi-role enterprise dashboards supporting HR teams, employees, and therapists.
- Collaborated with product managers, HR stakeholders, therapists, and developers to define UX strategy and product roadmap priorities.
- Conducted usability testing and heuristic evaluations that improved session booking success rate by approximately 35%.
- Developed personas and journey maps for enterprise users, aligning design decisions with business goals.
- Redesigned KPI dashboards (customer growth, session analytics, revenue metrics), improving data comprehension speed by 40%.
- Optimized employee session tracking flows, reducing confusion and lowering support-related queries.
- Improved information architecture across company, employee, and therapist portals to enhance cross-role navigation clarity.
- Integrated AI-driven conversational flows and intelligent reminders to increase user engagement and session adherence.
- Participated in agile sprint planning, design critiques, and cross-functional alignment meetings to ensure product consistency and iterative improvement.
- Strengthened accessibility standards and responsive design implementation across devices.

Avajen
Email Designer & Developer

01/2023 - 01/2024

- Designed and developed branded, high-conversion email campaigns across multiple product verticals.
- Collaborated with marketing managers and brand stakeholders to translate campaign goals into engaging visual experiences.
- Built a scalable email component system, reducing production turnaround time by 30%.
- Implemented A/B testing strategies that improved click-through rates by 18-25%.
- Optimized mobile-first layouts, increasing mobile engagement performance across campaigns.
- Developed personalized content workflows, improving open rates and customer interaction.
- Ensured accessibility compliance and consistent brand alignment across devices and user segments.

EDUCATION

Bachelor of Technology in Information Technology
 Technical University of Mombasa

01/2017 - 01/2022

SKILLS

A/B Testing & Iterative Design, Accessibility (WCAG Compliance), Agile / Scrum Collaboration, Design Systems & Component Libraries, Design-to-Development Handoff, Information Architecture, Interaction Design, Mobile-First & Responsive Design, Persona Development, Product Design Strategy, QA & Usability Validation, Stakeholder Workshops & Alignment, Task Flow Analysis, Usability Testing & Heuristic Evaluation, User Experience (UX) Design, User Journey Mapping, User Research & Research Synthesis, Wireframing & Prototyping (Low & High Fidelity)

Tools: Adobe Creative Suite, Design Tokens & Variants, Elementor, Figma