

Rey Mungai

Senior Product Designer · Design Systems · Regulated Fintech at Scale

Nairobi, Kenya · Open to relocation; EU Blue Card eligible

[Email](#) · [LinkedIn](#) · [Portfolio](#)

SUMMARY

Product design leader with 11+ years building and shipping digital products at scale, including M-PESA, where I designed statement verification for 50M+ users. I have led design teams, built design systems that hold quality across multiple squads, and worked in regulated and infrastructure-constrained environments where the design problem is trust and access.

For the past year I have run my own studio, advising founders and organisations on raising design maturity and building AI-native products hands-on. I am now looking to bring that work in-house, leading design inside a single product organisation rather than across many.

DESIGN LEADERSHIP

- Led design teams of up to five junior and mid-weight designers, with responsibility for hiring input, mentorship, and quality standards.
- Built and governed design systems at three companies: Ajua's first system from scratch, Safaricom's governance across a distributed org, and KOKO's first design system and documentation practice.
- Established DesignOps and Design QA across product squads, cutting design-to-development rework by roughly 30%.
- Advised leadership teams on design maturity, moving organisations from design as execution to design as decision input.
- Operated across Kenya, Rwanda, South Africa, Nigeria, and US reporting lines as the normal condition.

EXPERIENCE

Suluhu Studio · Founder & Design Lead · February 2026 – Present

- Built and run the studio end to end: team structure, decision frameworks, partner operating agreements, and delivery rhythms, all set from zero.
- Advise client leadership on raising design maturity using the [Design Maturity Matrix](#), a diagnostic I built and run with organisations across Kenya, Nigeria, and South Africa.
- Set and hold the quality bar across parallel client engagements with a small team, making prioritisation and resourcing calls with full accountability for outcomes.
- Designed and shipped [Kauli](#), an AI diagnostic product, end to end as sole designer and builder: interaction model, Claude API backend, deployment on Railway, Supabase, and Vercel.
- Built Daro, a cohort programme for founders, designed as a product with behavioural change as the success measure rather than completion or satisfaction.

KOKO Networks · Senior Product Designer, Platform & CX · September 2023 – January 2026

- Led a team of four junior and mid-weight designers across the platform and CX squads.
- Introduced DesignOps, Design QA and documentation systems across product squads, cutting design-to-development rework by approximately 30% and setting the standards the squads adhered to.
- Owned UX across the full customer lifecycle, from acquisition and activation through PAYG, support, and loyalty, for a clean cooking platform serving over 1 million households in Kenya.
- Designed against \$50 to \$80 Android devices as a hard constraint: low RAM, intermittent connectivity, and users moving over from feature phones.
- Conducted behavioural and field research activities and turned in-home observation into product architecture decisions rather than interface refinements.

Safaricom PLC · Senior Product Designer · March 2021 – August 2023

- Owned design system governance across a distributed, multi-team product organisation, holding consistency and quality across squads that shipped independently.
- Designed digital statement verification for M-PESA's 50M+ users, replacing in-branch verification with a self-serve flow that cut related support tickets by 40% and removed tens of thousands of daily service-centre visits.
- Made the case for inclusion as a delivery requirement rather than an enhancement, including a USSD fallback so feature-phone users kept access inside a regulated financial product.
- Ran A/B testing cadences on core flows and used the results to settle design disagreements with evidence rather than seniority.

Y Labs · Senior Product Designer · September 2020 – February 2021

- Co-designed and launched [Bohoka](#), a mobile-first mental health and peer support platform for young people in Rwanda, adopted by thousands across underserved regions.
- Ran co-design workshops and in-person behavioural testing in low-connectivity, low-literacy settings, where the constraint was low familiarity with digital products.
- Designed navigation that needed no onboarding tutorial, and engagement loops for return usage in communities with no prior digital habit structure.

Kwara · UX/UI Designer · May 2020 – September 2020

- Redesigned SACCO digital banking onboarding and Bulk SMS capabilities for cooperative members with low prior digital banking exposure; onboarding conversion and member engagement improved post-launch.

Ajua Inc. · Product Design Lead · December 2019 – May 2020

- Led design across Nairobi and Lagos teams reporting into US-based leadership.
- Built Ajua’s first design system and structured handoff documentation, cutting design-to-development delivery time and raising engineering execution quality.
- Led UX and product design for a customer-experience intelligence platform launched with MTN Nigeria.

Jumia Group · Product Designer · November 2017 – November 2019

- Shipped e-commerce interfaces across multiple African markets and introduced A/B testing to core conversion funnels.

SKILLS

Leadership: Design team management and mentorship, hiring input, design maturity assessment, DesignOps, design QA, critique facilitation, cross-functional and cross-timezone leadership.

Systems: Design systems creation and governance, documentation standards, component and pattern libraries, handoff practice.

Design: Product design, information architecture, interaction design, mobile-first and low-bandwidth UX, inclusive and accessible design, prototyping.

Research: Behavioral field research, co-design workshops, in-person observation, usability testing, interview design.

Data: A/B testing, conversion funnel analysis, basic SQL.

AI and prototyping: Claude API, Claude Code, Cursor, Replit, Bolt. Hands-on AI product building, used daily to prototype and ship.

Tools: Figma, Framer, Supabase, Vercel, Airtable, Jira, Miro, Cursor.

EDUCATION & DEVELOPMENT

Behavioural Science in Public Policy · World Bank Group	2026 · In progress
UX Research at Scale · University of Michigan	2022
Design Thinking for Business Strategy · University of Sydney	2021
Audio Production · Music Technology Academy	2015
JavaScript and Android Development · eMobilis Institute	2013 to 2014