

Charity Wachira

Product Designer

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PROFILE

Product designer with 3+ years crafting intuitive, functional UX/UI across fintech, mobility, and tech, with a Master's in Visual & User Experience Design. Expert in research, prototyping, and design systems, with experience building B2B products from crowdfunding platforms to transit operations software used across public transport networks.

EMPLOYMENT HISTORY

Product Designer

ETC Solutions GmbH

11/2025 – Present

Werkstudent, Berlin

At ETC Solutions, a Berlin-based mobility technology company building digital systems for public transport operations, I support the design of driver-and operational software used in real-world transit environments.

- Redesigned DatNet's driver-facing mobile app, enabling drivers to start and close shifts, log incidents in real time, and message directly with the control center, replacing a slower, disconnected reporting process with real-time, two-way communication from the field.
- Designed the Betriebslagebericht (Operational Status Report), a control center dashboard giving dispatchers a live view to track, prioritize, and resolve incidents across BVG Berlin's S-Bahn, U-Bahn, and bus networks.
- Connected the driver and control center experiences into one continuous incident-response loop, from a driver flagging a disruption on mobile to dispatch coordinating a response and notifying passengers, closing a communication gap that previously relied on separate, manual channels.

Product Designer

Generous Circle

09/2024 – 02/2025

Full-time, Kenya

At Generous Circle, an East African, Antler-backed crowdfunding startup that raised \$450,000+, I led user research, branding, UI design, testing, and onboarding.

- Conducted interviews and workshops with financial sector leaders, transforming user insights into actionable product features and solving key pain points.
- Directed all brand development, producing marketing materials and building scalable design systems to strengthen brand recognition.
- Designed and prototyped UI, collaborating closely with developers to launch polished, user-friendly interfaces.
- Led user onboarding and usability testing, capturing feedback that directly informed product improvements and increased adoption.

UX/UI designer

Onafriq

05/2023 – 08/2024

Full-time, Remote

At Onafriq, Africa's largest digital payments network with over 500 million users, I led user research, product testing, and created UI and marketing materials for new fintech solutions.

- Redesigned KYC/KYB flows for Beyonic, driving a 38% reduction in fraud threats and boosting daily account approvals to 150+, streamlining onboarding for business users.
- Leveraged FullStory and customer care data to uncover pain points, collaborating on new features that enabled SME users to track transactions more easily and increase profits.
- Co-led MFS Africa's rebrand to Onafriq, revamping the design system and positioning the brand for stronger market differentiation while ensuring a seamless transition for existing users.
- Created marketing materials that increased engagement on Onafriq's social channels and kept users and the public informed about product updates.

UX/UI designer

Metridash

At Metridash, an analytics startup helping influencers and social media managers track insights across platforms, I improved user experience and streamlined analytics delivery.

- Conducted user research and testing with influencers and managers, identifying pain points that led to higher user satisfaction and reduced bounce rates.
- Built and validated interactive prototypes, increasing task success rates and minimizing user errors.
- Designed social media marketing assets that boosted engagement and showcased platform capabilities

12/2022 – 09/2023

Part-time, Remote

EDUCATION

Master in Visual & Experience Design University of Europe for Applied Sciences

03/2025 – 08/2026

Potsdam, Germany

Bachelor of Fine Art Kenyatta University Major: Graphic design

09/2015 – 03/2020

Nairobi, Kenya

SKILLS

- | | |
|---------------------|-------------------------------------|
| • Figma | • UI design |
| • Claude | • User research |
| • Claude Code | • Design Systems |
| • Adobe Suite | • User testing |
| • Cursor | • HTML5 & CSS3 |
| • ChatGPT | • AI-assisted interface prototyping |
| • Modular UI design | • Wireframing & Prototyping |

LANGUAGES

English
Native

German
A2

COURSES

Google UX Design Professional Certificate at Coursera

06/2022 – 10/2023

INTERESTS

Running, Weight Lifting, Cooking, Anime, Travel