

George Waititu

Senior Product Designer



EXPERIENCE

Product Designer, Nautical Commerce

Nov 2024 - Aug - 10 mos, Canada

- Redesigned the mobile and desktop checkout experience, making it faster and easier to complete purchases, which helped marketplace operators increase sales.
- Revamped the product information management (PIM) “Add Product” flow, reducing listing errors and onboarding time for sellers.
- Designed marketplace themes and contributed to a modular design system, helping new customers launch storefronts more efficiently.
- Improved the onboarding experience for both sellers and marketplace operators (MPOs) by simplifying setup workflows and reducing time to first product listing.

Lead Product Designer, Cargoflip

Jul 2022 - Sept 2023 - 1 year 3 mos, Canada

- Simplified complex flows like document creation and shipment tracking, cutting down on user confusion and reducing back-and-forth with support
- Built the marketing website in Webflow, which made it easier for the team to update content and ship pages without engineering
- Redesigned the platform UI, making core workflows like shipment creation and document generation easier to use and faster to complete.

Product Designer, Twiga Foods

Jun 2021 - Jul 2022 - 1 year 2 mos, Nairobi, Kenya

- Designed a warehouse management system, improving inventory accuracy and streamlining stock tracking across automated and manual operations.
- Helped develop a cost-efficient logistics planning tool, optimizing delivery routes and cutting transport costs without affecting service levels.
- Improved the UI/UX of the “Soko Yetu” customer app, leading to higher engagement and better customer retention among vendors and retailers.

CONTACT

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 Nairobi, KE

INDUSTRY KNOWLEDGE

Product Design

User Research

User Testing

UI/UX Design

Rapid Prototyping

TOOLS & TECH

Figma,

Webflow

Framer

Balsamiq

LANGUAGES

English

Swahili

EDUCATION

Diploma in Graphic Design

Africa Digital Media Institute

2017 - 2019

SOCIALS

georgewaititu.com

linkedin.com/in/georgewaititu

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