

GIINI JOHN SCOTT

Senior Product Designer

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SUMMARY

Senior Product Designer with 7+ years shipping consumer and B2B fintech across payments, wallets, KYC onboarding, and compliance for banks and high-growth platforms in emerging markets. Owns design from discovery through implementation and QA, and works across design and code: builds working flows in HTML and React, defines design token architecture, and hands work to engineering in production-ready form. Deep experience designing trust into high-consideration financial journeys for multilingual users with widely varying literacy levels, and designing generative AI product experiences at Microsoft.

CORE COMPETENCIES

End-to-End Product Design, Design Systems and Tokens, Payments and Wallet UX, KYC and Onboarding Flows, Interaction Design, UX Research, Usability Testing, Accessibility (WCAG 2.1 AA), Prototyping, AI Product Design, Mentoring, Cross-Functional Collaboration

Design and Build: Figma, React, HTML/CSS/JavaScript, design token architecture (DTCG), AI-assisted prototyping

EXPERIENCE

Senior Product Designer | Smile ID

May 2025 – Aug 2026

Full-time – Nairobi, Kenya

- Sole product designer for Africa's leading identity verification, fraud detection, AML, and KYC compliance platform serving banks and fintechs across 50+ markets; owned design from discovery and problem framing through implementation and QA.
- Owned four workstreams end to end and handed all four over engineering-ready: the AML Monitoring redesign, the v12 mobile capture SDKs, Smile Secure, and Smile Links web-to-mobile handoff.
- Designed the v12 KYC capture experience across the iOS, React Native, Expo, and Flutter SDKs, resolving dense state, permission, and edge-case logic while adding multi-language support and visual guidance for varied literacy levels; the SDK line contributes the majority of total verification volume.
- Redesigned AML Monitoring from the API schema up, translating a complex compliance workflow into a ranked matched-persons table and drawer-based investigation flow, delivered as working HTML and fully wired Figma prototypes.
- Built the platform's design foundations: a three-tier design token system, a color-blind-safe capture state framework, and AA-corrected data table standards adopted across the product.

Senior Product Designer | Microsoft

Dec 2024 – Dec 2025

Consultant

- Core member of the People Experiences team designing Microsoft Copilot, shaping generative AI UX patterns for enterprise productivity surfaces.
- Partnered with cross-functional teams on AI interaction patterns that balanced user trust, transparency, and usefulness.

Senior UX Designer & Design Team Lead | Burn Manufacturing

Jan 2024 – Dec 2025

Consultant

- Led a 4-person design team, setting direction, running critiques, and establishing UX practices with engineering across web and mobile.
- Reduced sign-up time 20% across 5 markets by redesigning onboarding for field agents, accelerating deployment into new territories.
- Cut customer support calls 30% by designing a self-service customer app with payment reminders and flexible payment options.

Senior UX/UI Designer | Andela

Nov 2022 – Dec 2024

Consultant

- Increased learner retention 10% and accessibility compliance 25% by implementing inclusive design and WCAG guidelines with the Great Minds team.
- Reduced task-completion time 25% through clearer calls to action, a simplified UI, and continuous testing with active learners.

UX/UI Designer & Design Team Lead | Kocela Limited

Mar 2021 – Dec 2023

Full-time – Nairobi, Kenya

- Tendepay: drove UX strategy, IA, and UI for a merchant super-app serving small businesses with payments, invoicing, and business tools, scaling it to 1,120+ businesses and 100K+ users generating Ksh 2M in monthly recurring revenue (5x MRR growth in year one).
- KCB Goal Account: designed goal-based savings for a Tier-1 bank live across 5 markets and millions of users, cutting goal-related support inquiries 20% through self-service design.
- Lifted development velocity 40% by front-loading a design system, and cut rework roughly 30% through early technical feasibility reviews with engineering.
- Delivered 40% product-adoption gains for Vooma and TendePay within 6 months by grounding design in multi-market user research.

Creative Designer | Rama Group of Companies

Jun 2020 – Dec 2020

- Produced 70+ digital and print campaign assets that contributed to a 20% revenue increase for the real-estate arm.

EDUCATION

Applied Computer Science, Daystar University

2016 – 2019

Executive Education, Harvard University

2023 – 2024

Understanding Customer Needs; Systematic Approaches to Policy Design

LANGUAGES

English (Fluent) | Kiswahili (Fluent)