PORTFOLIO

UX

DESIGN PORTFOLIO

2026

LINDA MWIHAKI GITAU

UI/UX Designer • Problem Solver • Storyteller

Crafting meaningful digital experiences that **connect**, **empower**, and **inspire**.

HELLO, I'M LINDA.

I'm a UI/UX designer who loves turning ideas into experiences people enjoy using. I believe the best designs are the ones that feel effortless, solve real problems, and make a positive impact on the people who use them.

I believe great design goes beyond aesthetics — it's about creating intuitive, accessible, and meaningful experiences that solve real problems and leave a lasting impact.

"Design should make life easier,
not more complicated."

ABOUT ME

WHO I AM

I'm a curious and purpose-driven designer who enjoys transforming ideas into intuitive digital experiences. My passion lies in creating products that are accessible, user-centred, and impactful.

WHAT I DO

UX Design

- User Research
- Personas
- Journey Mapping
- Wireframing
- Prototyping
- Usability Testing

UI Design

- Visual Design
- Design Systems
- Typography
- Responsive Design
- Interaction Design
- Mobile & Web Design

TOOLS

Figma Adobe XD Photoshop Notion

InDesign Miro FigJam

Canva HTML/CSS JavaScript

SOFT SKILLS

- Problem Solving
- Communication
- Collaboration
- Adaptability
- Attention to Detail

CURRENTLY EXPLORING

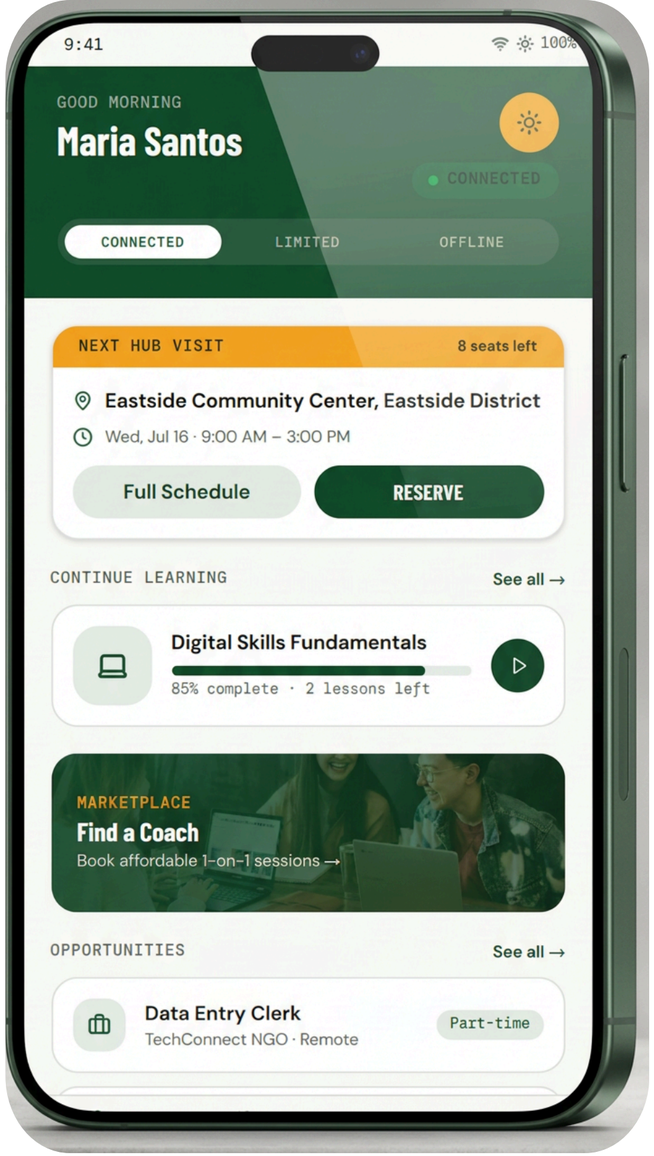
- AI-assisted UX
- Accessibility
- Motion Design
- Design Systems
- Human-Centred AI

My Design Approach

Regardless of the project, this is the framework I follow.

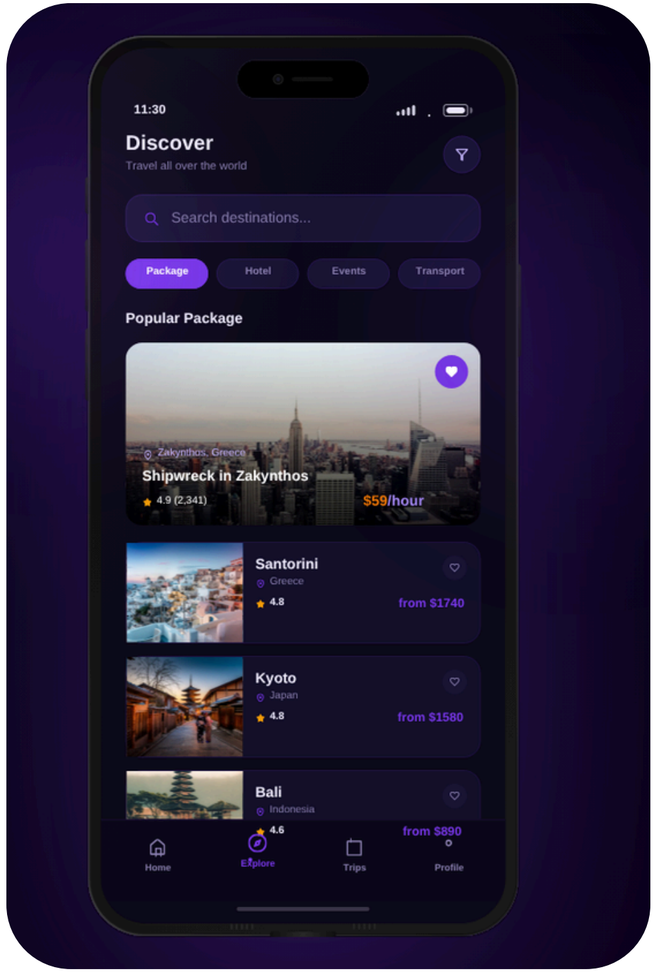
I begin by understanding users and the problem before moving into solutions. I'll show how this process came to life in my SolMoTech project.

FEATURED PROJECTS



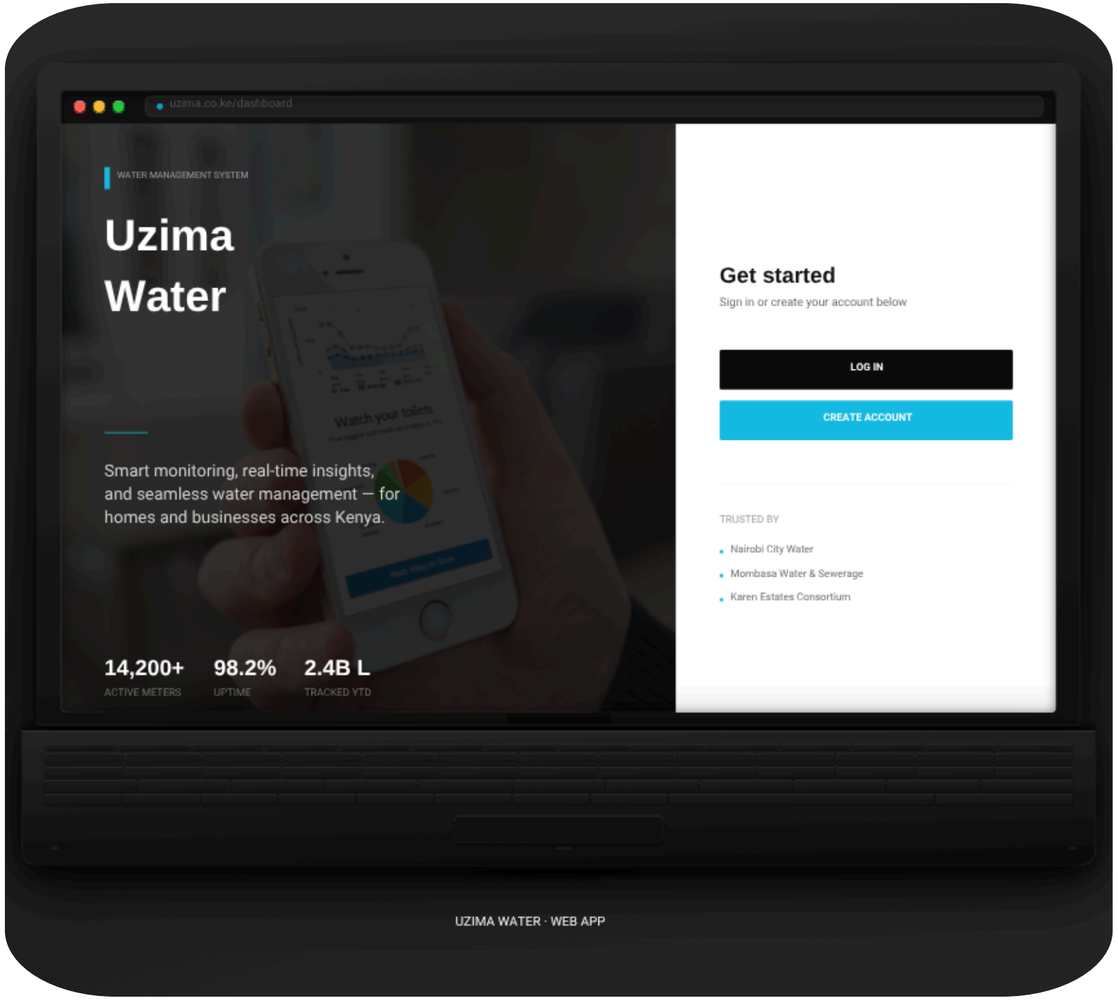
Project 1: SolMoTech

App Design for solar powered tech system



Project 2: Triply

App Design for Travel



Project 03: Uzima Water

Website UI for smart water meter system


侍
SOLMOTECH
BRIDGING DIGITAL ACCESS TO OPPORTUNITY
つなぐ
与える
持続する
CONNECTIVITY
COMMUNITY
SUSTAINABILITY
KNOWLEDGE
SolMoTech
CONNECT · EMPOWER · SUSTAIN
Bridging the Digital Divide
SOLMOTECH
MOBILE TECH HUB
INTERNET ACCESS
DIGITAL TRAINING
E-LEARNING
ENTREPRENEURSHIP
POWERED BY
SOLAR ENERGY
FOR A BETTER
CONNECTED
TOMORROW

SOLMOTECH

SolMoTech is a mobile digital-access ecosystem that brings recurring connectivity, digital learning and economic opportunities to underserved communities through solar-powered mobile hubs and a supporting digital platform.

HOW IT WORKS

01 — MOBILE HUB

Solar-powered vans visit underserved communities on a scheduled route.

02 — CONNECTIVITY

Satellite internet provides the van's connection, while local Wi-Fi allows nearby users to connect.

03 — DIGITAL PLATFORM

The SolMoTech app provides access to:

• Learning • Digital resources • Opportunities • Coaches

04 — OPPORTUNITY

Users can build digital skills, access education, explore employment, develop entrepreneurship skills, and access affordable coaching.

The physical hub brings connectivity to the community. The digital platform helps extend the value beyond the visit.

THE PROBLEM

Problem Statement

Millions of people in underserved and remote communities face limited access to reliable internet, digital devices and digital skills—creating barriers to education, employment and entrepreneurship. Existing solutions can also be too costly, physically inaccessible or dependent on infrastructure these communities lack.

THREE FACTORS

💰

High Cost of Connectivity

Data and devices remain unaffordable for many households.

📡

Limited Infrastructure

Remote areas may lack reliable power and internet infrastructure.

📵

Limited Digital Skills

Users may lack accessible opportunities to learn, receive guidance and build confidence with technology.

THE SOLUTION

SolMoTech is a mobile digital-access ecosystem that brings recurring connectivity, learning and support to underserved communities through solar-powered mobile hubs and a companion app.

🚐

Mobile Hub Access

Scheduled visits to underserved communities.

📱

Learning & Resources

Digital education, curated resources and offline content.

👩🏾‍💻

Coaching & Support

Affordable access to one-on-one digital and professional guidance.

💼

Opportunities

Employment, entrepreneurship and skills-development opportunities.

HOW MIGHT WE?

Turning the problem into actionable design opportunities

01 ACCESS

How might we bring reliable digital connectivity to communities where existing infrastructure is limited?

→ DESIGN IMPLICATION

Make recurring SolMoTech visits easy to discover, understand and access.

02 CONTINUITY

How might we help users continue learning and accessing opportunities when the mobile hub is no longer physically present?

→ DESIGN IMPLICATION

Allow users to download useful resources and continue learning between visits.

03 OPPORTUNITY

How might we make digital learning, personalised support and economic opportunities accessible to users with varying levels of digital experience?

→ DESIGN IMPLICATION

Connect users with learning resources, coaches and employment/entrepreneurship opportunities.

CONNECT → CONTINUE → GROW

Connect to the service → Continue beyond the visit → Grow through skills and opportunity

SECONDARY RESEARCH

Understanding the digital-access gap

01 Rural connectivity gap

Kenya's 2023/24 Housing Survey reports internet connections in **25.1% of rural households** compared with **54.1% of urban households**.

Source: **CA/KNBS 2023/24 KHS**

→ UX IMPLICATION

The experience must work for communities with much lower and less reliable access than urban users.

02 Access is shaped by more than infrastructure

Communications Authority/KNBS research identifies infrastructure, affordability and socioeconomic factors as important influences on ICT adoption.

Source: **CA/KNBS ICT analysis**

→ UX IMPLICATION

The solution should address cost, access and usability together, not connectivity alone.

03 Digital skills remain a barrier

World Bank research identifies gaps in basic and advanced digital skills as constraints on wider digital-tool use and business development.

Source: **World Bank**

→ UX IMPLICATION

The interface should support low-confidence users with simple flows, guidance and clear language.

04 Low-connectivity learning models are possible

UNESCO documents mobile and offline learning approaches, including M-Shule in Kenya and an offline intranet resource-centre pilot in North-Eastern Kenya.

Source: **UNESCO**

→ UX IMPLICATION

Learning and support should remain useful even when connectivity is temporary or unavailable.

KEY TAKEAWAY

The opportunity isn't simply to provide internet. It's to turn temporary connectivity into continued access to knowledge, skills and opportunity.

RESEARCH FINDINGS → DESIGN IMPLICATIONS

Here I will Show the UX translation.

Research finding		Design implication
01 Rural households have substantially lower internet connectivity	→	Bring connectivity closer to underserved communities
02 Infrastructure, affordability and electricity affect ICT adoption	→	Explore a mobile + solar model rather than relying solely on fixed infrastructure
03 Digital-skills gaps limit meaningful use	→	Pair connectivity with learning and human support
04 Low-connectivity learning models can extend access	→	Design for offline / low-connectivity continuity

DESIGN HYPOTHESES

Turning research insights into assumptions to test

Based on the secondary research and problem exploration, I developed three design hypotheses to guide the next stage of the experience.

CONNECT

Hypothesis

If SolMoTech provides scheduled mobile connectivity in underserved communities, users may have a more accessible way to reach online resources where fixed infrastructure is limited.

Design direction

- Scheduled mobile hubs
- Clear upcoming-visit information
- Location and availability
- Simple connection experience

ADDRESSES KEY CHALLENGE

CONTINUE

Hypothesis

If users can download relevant learning resources while connected, they may be able to continue learning between SolMoTech visits.

Design direction

- Downloadable resources
- Offline learning
- Clear offline/online states
- Sync when connectivity returns

GROW

Hypothesis

If users can access affordable personalised coaching alongside digital learning resources, they may have more support to apply what they learn toward education, employment or entrepreneurship.

Design direction

- Coach discovery
- Coach profiles
- Expertise and reviews
- Availability and pricing
- Affordable booking

RESEARCH → HYPOTHESIS → DESIGN DECISION → PROTOTYPE → VALIDATION

These hypotheses would be validated through interviews, usability testing and real-world service testing.

Note: SolMoTech is a self-initiated concept project. These are proposed hypotheses, not validated findings.

WHO ARE WE DESIGNING FOR?

Translating the problem space into user needs

01

PERSONA 01

THE LEARNER

GOAL

Build digital and professional skills.

NEEDS

- Affordable learning
- Simple digital experiences
- Offline/accessible resources
- Guidance when needed

PAIN POINTS

- Limited connectivity
- Limited digital confidence
- Difficulty finding relevant learning resources

What SolMoTech could enable

Connect → Learn → Download → Continue

02

PERSONA 02

THE ENTREPRENEUR / OPPORTUNITY SEEKER

GOAL

Turn digital access into income and opportunity.

NEEDS

- Business resources
- Digital-skills training
- Employment opportunities
- Affordable expert guidance

PAIN POINTS

- Limited access to mentors
- Difficulty discovering relevant opportunities
- Cost of professional support

What SolMoTech could enable

Learn → Get Support → Discover → Act

03

PERSONA 03

THE COACH

GOAL

Share expertise and earn income by helping others.

NEEDS

- Visibility to potential clients
- Ability to showcase expertise
- Flexible availability
- Simple booking and payment

PAIN POINTS

- Difficulty reaching underserved clients
- Limited channels for finding new clients
- Managing sessions independently

What SolMoTech could enable

Create Profile → Get Discovered → Get Booked → Earn

SolMoTech is designed as a two-sided ecosystem: connecting people seeking opportunity with people providing knowledge and support.

These are proto-personas based on the problem space and secondary research. They represent assumptions to be validated through primary user research.

UNDERSTANDING THE USER JOURNEY

From discovering SolMoTech to continuing beyond the physical visit

Proposed journey based on problem space, secondary research and proto-personas and not yet validated with real users.

01 DISCOVER

Goal

Find out when SolMoTech is coming.

Key action

Opens the app, checks the upcoming van visit, views location and time.

Pain point

"When and where can I access the service?"

02 CONNECT

Goal

Get online and access resources.

Key action

Finds the mobile hub, connects to Wi-Fi and opens the SolMoTech app.

Pain point

"I have access now, but only for a limited time."

03 LEARN

Goal

Find relevant and useful content.

Key action

Browses learning resources, starts a course and explores opportunities.

Pain point

"There is more I want to learn than I can complete during this visit."

04 DOWNLOAD

Goal

Take useful resources beyond the visit.

Key action

Selects relevant resources, downloads content and checks offline availability.

KEY TRANSITION

Opportunity

"Turn temporary connectivity into continued access."

05 CONTINUE

Goal

Keep learning after the van leaves.

Key action

Opens downloaded resources offline, continues learning and tracks progress.

Pain point

"The connection is gone, but I still want to continue."

06 GROW

Goal

Apply knowledge and access support and opportunity.

Key action

Discovers a relevant coach, views their profile, books an affordable session and explores employment or entrepreneurship opportunities.

Opportunity

"Connect learning to personalised support and real-world opportunity."

DISCOVER → CONNECT → LEARN → DOWNLOAD → CONTINUE → GROW

The physical connection is temporary, so the digital experience must create value beyond the visit.

WHY A MOBILE MODEL?

Bringing digital access closer to communities instead of relying on fixed infrastructure

Stationary

Fixed Digital Centre

- Serves one location
- Requires permanent infrastructure
- Users must travel to the centre
- May depend on local power and connectivity infrastructure

VS

Mobile

SolMoTech Mobile Hub

- Travels between communities
- Serves multiple locations
- Operates through scheduled community visits
- Solar-powered
- Provides temporary connectivity and access to digital resources

"Instead of asking communities to reach the infrastructure, SolMoTech brings the service closer to them."

The mobile hub is designed as a bridge where consistent digital infrastructure is unavailable or difficult to access, not as a replacement for permanent connectivity.

But what happens when the mobile hub leaves?

FROM INSIGHTS TO DESIGN OPPORTUNITIES

I mapped from journey pain points to design responses to show why each feature exists

01 Make access predictable

Journey pain point

Users need to know where and when they can access the mobile hub.

Design opportunity

Make upcoming SolMoTech visits easy to discover and understand.

Design response

📍 Upcoming Visit / Mobile Hub schedule

02 Extend the experience beyond connectivity

Journey pain point

The van leaves, but the user's learning journey doesn't have to.

Design opportunity

Allow users to retain useful content between visits.

Design response

📥 Downloadable + offline learning resources

03 Connect learning to personalised support

Journey pain point

Users may need more than self-directed content.

Design opportunity

Create a way for users to find people who can provide affordable guidance.

Design response

👩‍💻 Coach discovery → profile → booking

04 Turn digital access into opportunity

Journey pain point

Connectivity and learning are only valuable if users can apply them.

Design opportunity

Connect users with employment, entrepreneurship and skills-development opportunities.

Design response

💼 Opportunity discovery

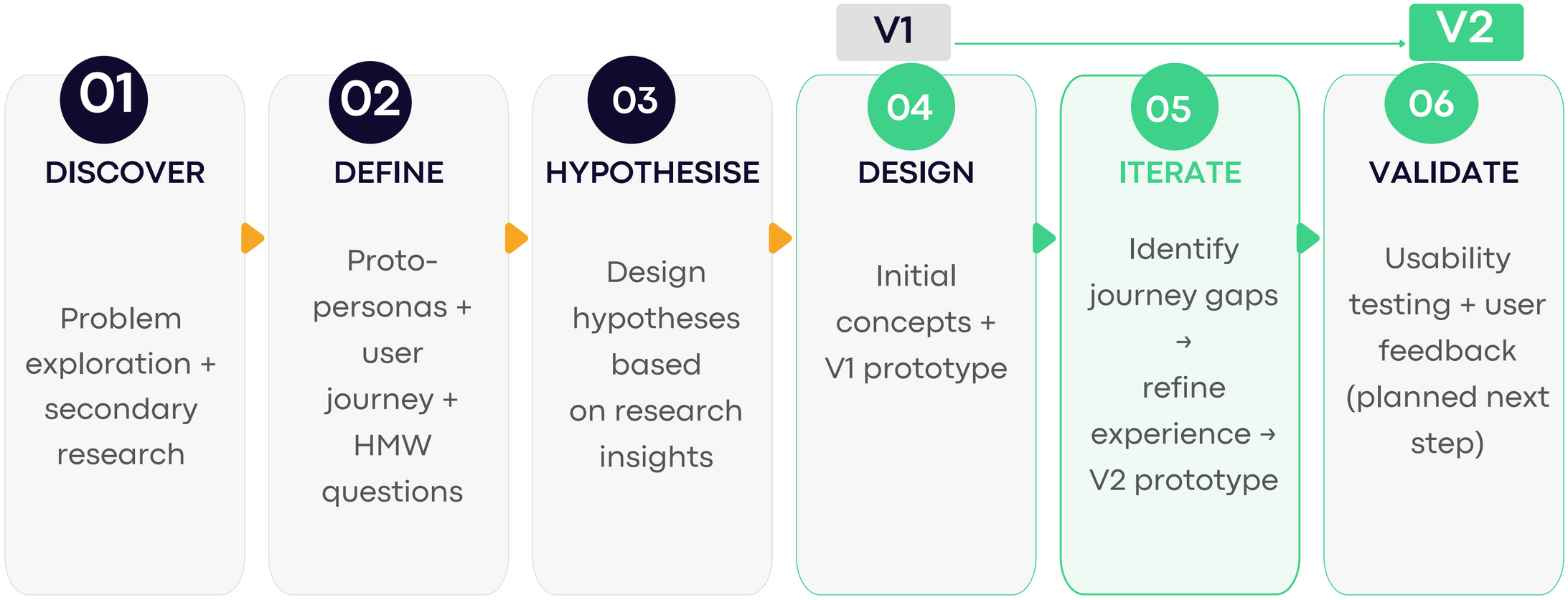
CONNECT
Mobile hub + scheduled visits

CONTINUE
Offline resources

GROW
Coaching + opportunities

DESIGN PROCESS

From problem exploration → V1 → iteration → V2



Because SolMoTech is a self-initiated concept project, the current iteration is informed by secondary research and design reasoning; primary user validation is the next step.

ITERATING THE EXPERIENCE

From providing access to designing for what happens after access.

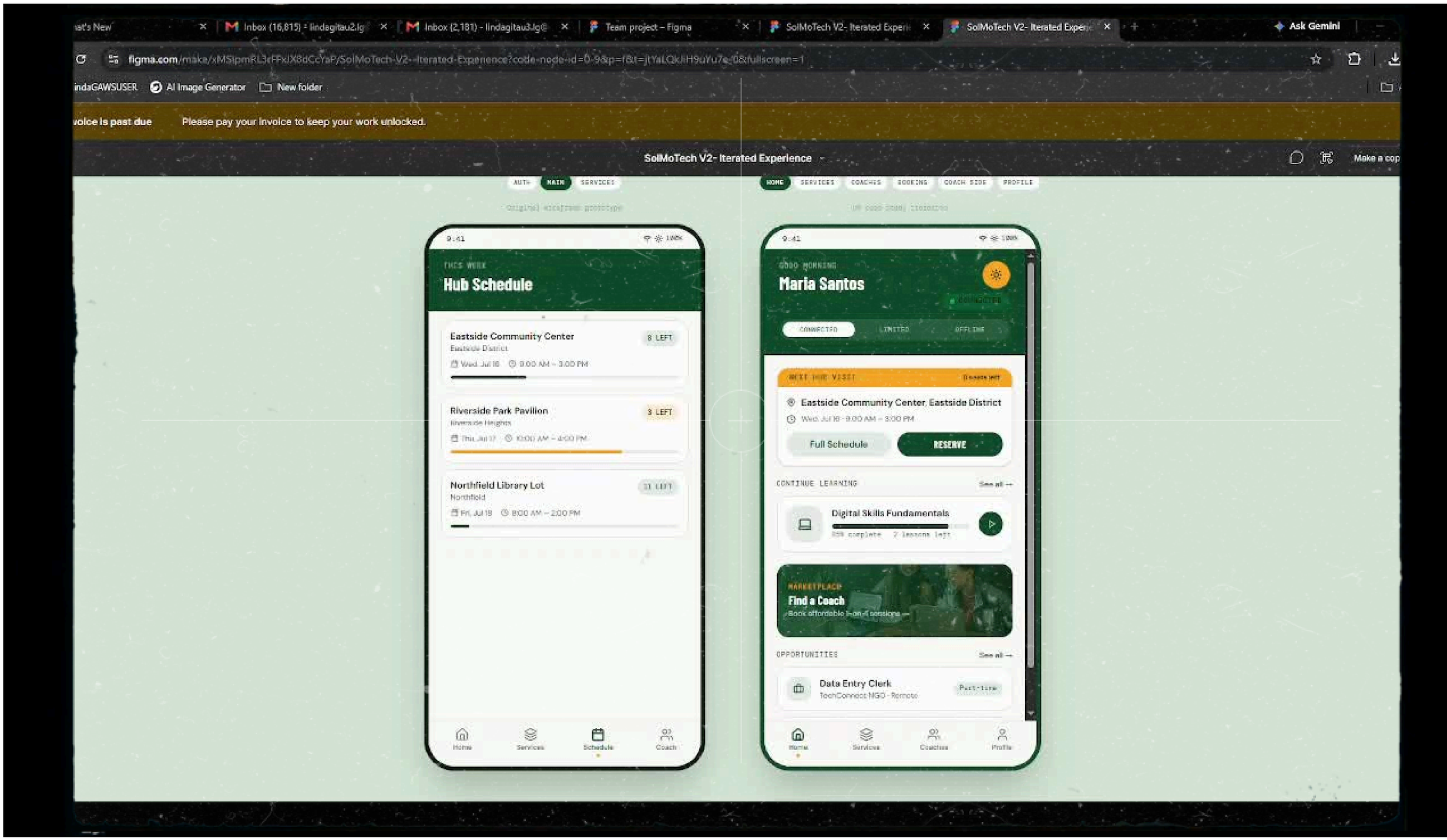
V1

- Connectivity-focused
- Van access
- Learning resources
- Coaching concept
- General opportunity
- Primarily online

V2

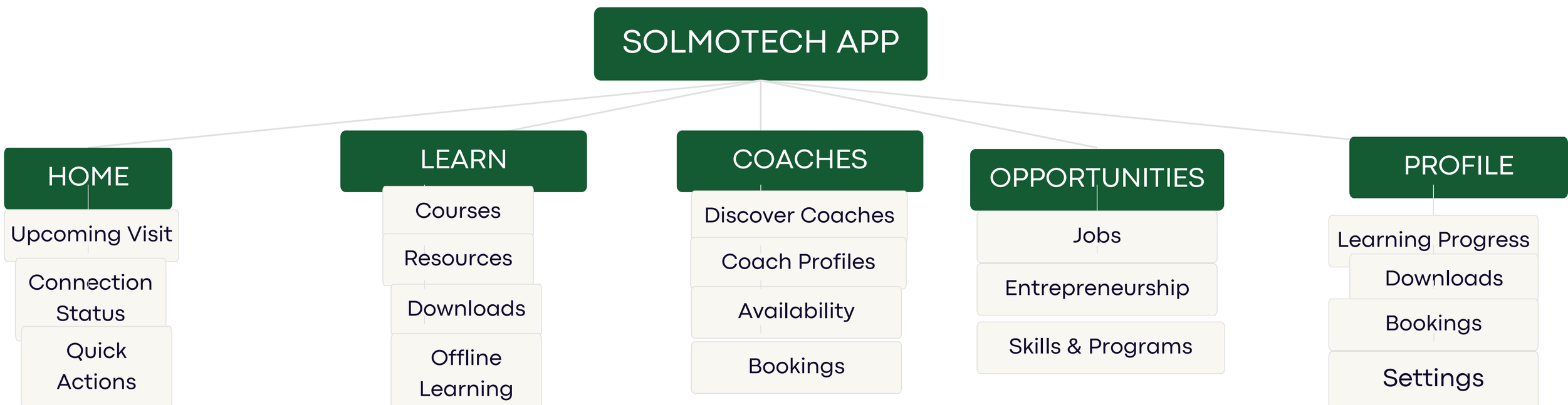
- Connectivity + continuity
- Scheduled visits + clear access
- Learning + downloadable/offline resources
- Coach discovery + profiles + booking
- More actionable opportunities
- Designed for intermittent connectivity

V2 PROTOTYPE WALKTHROUGH



App Architecture

Structuring the experience behind the screens



KEY FLOWS

- Home → Connect → Learn → Download → Continue Offline
- Learn → Coaches → Profile → Book → Support
- Learn → Opportunities → Explore → Act

Design System

Creating consistency across the SolMoTech experience

TYPOGRAPHY

Display Heading

SolMoTech

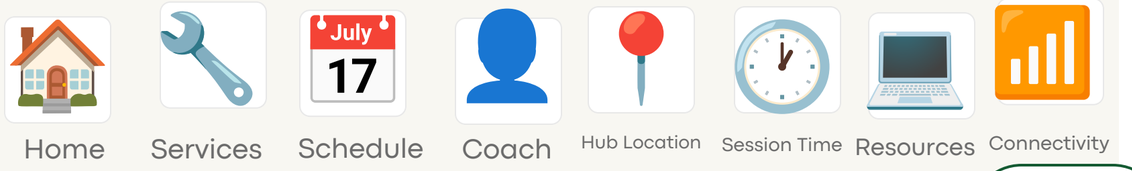
Heading 1 (H1)	
Screen Title	Bold · 48pt
Heading 2 (H2)	Semibold · 32pt
Section Heading	Semibold · 24pt
Body Text	Regular · 16pt
Paragraph content and descriptions	
Caption	Regular · 12pt
Labels and supporting info	Bold · 14pt
Button Text	
GET STARTED	

COLOR PALETTE

Primary Green	Accent Yellow	Background	Surface White	Text Charcoal
#145A32	#F6A623	#F8F7F2	#FFFFFF	#2B2B2B
Primary actions & branding	CTAs & highlights	Screen backgrounds	Cards & containers	Primary typography

CARDS

ICONS & ELEMENTS



STATUS COMPONENTS

Online · Offline · Syncing · ✓ Downloaded

UI COMPONENTS

Get Started · Learn More

Search hub locations...

NAVIGATION

Home · Schedule · Services · Coach

Book a Coaching Session

Digital Skills Training — 45 min

Book Now · RESERVE SEAT — FREE

DESIGN PRINCIPLES

Accessibility

Readable typography, high color contrast, and touch-friendly controls.

Consistency

Uniform colors, typography, spacing, and reusable components across all screens.

Mobile-First

Layouts and interactions optimized for smartphones and low-bandwidth environments.

Community-Centered

Intuitive experiences that support underserved communities through inclusive design.

Simplicity

Clean layouts, concise content, and focused user interactions.

Future Improvements & Deployment Considerations

USER EXPERIENCE

♿ Accessibility + WCAG
Use accessible typography, contrast, navigation and interactions informed by WCAG principles.

🌍 Multilingual support
Support multiple languages to reduce language barriers and improve inclusion.

📡 Offline & low-bandwidth
Keep essential content usable when connectivity is limited or unavailable.

🧪 Usability testing
Test whether users can navigate and complete key tasks with minimal assistance.

🔄 Continuity & synchronisation

TECHNICAL, OPERATIONAL & BUSINESS

⚡ Reliable/backup power
Provide backup energy to maintain service during poor weather or reduced solar generation.

🛰️ Reliable connectivity
Use suitable satellite/mobile connectivity to keep the mobile hub connected.

🤝 Local partnerships
Work with schools, NGOs and community organisations to support deployment and reach.

💻 In-hub laptop access
Provide shared devices for users who may not have suitable personal hardware.

🌐 Web app extension
Extend access through a browser-based experience for users on different devices.

📈 Scalability
Allow the platform and service model to expand to more vans, communities and users.

Validation – What I Would Test

Testing the assumptions behind the SolMoTech experience

01
Discoverability

Can users easily find when and where the next SolMoTech hub visit will happen?

Test: Ask first-time users to locate the upcoming visit and understand the schedule.

02
Offline Learning

Can users download content while connected and successfully continue learning offline?

Test: Observe a user downloading a resource, disconnecting and attempting to resume it.

03
Navigation & Usability

Can users complete key tasks without assistance?

Test: Test finding a course, downloading content, finding a coach and booking a session.

04
Coaching & Opportunities

Do users understand the value of coaching and feel confident booking a coach?

Test: Evaluate coach discovery, profiles, pricing, availability and booking.

05
Service Model

Would users return to SolMoTech and consider the service valuable enough to use regularly?

Test: Interviews, concept testing and eventually a small field pilot.

Current status: Concept → Prototype → Ready for user validation

User interviews → Usability testing → Field testing → Iteration

These are proposed validation activities; the current concept has not yet been validated with representative users.

Reflection & Next Steps

What I learned, what changed, and where I would take SolMoTech next

01
WHAT I LEARNED

"The challenge wasn't simply providing internet access. It was designing an experience that remains valuable when connectivity is temporary."

02
WHAT CHANGED

V1 — Connectivity-focused

→

V2 — Connectivity + Continuity + Support + Opportunity

The second iteration extends the experience beyond the physical mobile hub through offline learning, coaching and opportunity discovery.

03
WHAT'S NEXT

VALIDATE
Test the assumptions with real users.

PILOT
Test the mobile hub and digital experience in a real community.

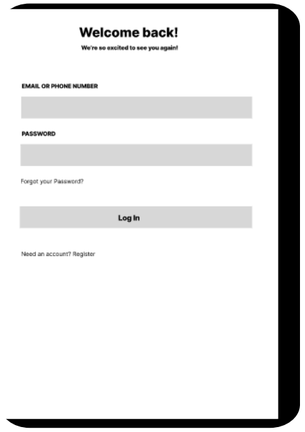
MEASURE
Track access, engagement, learning continuation and opportunity outcomes.

ITERATE
Use evidence to refine the product and service.

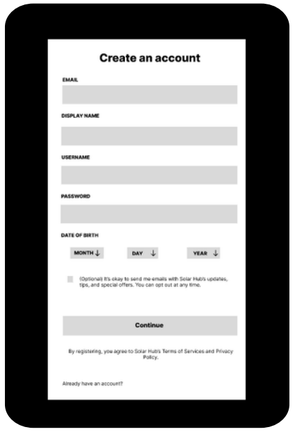
"SolMoTech started as an idea for bringing internet access to underserved communities. Through the design process, it evolved into a service designed to connect access with learning, support and opportunity."

Low Fidelity Wireframes

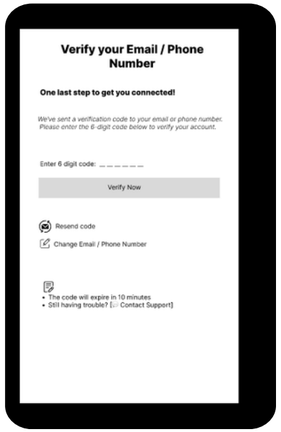
10 key screens exploring layout, hierarchy, and user flow before visual design.



Onboarding

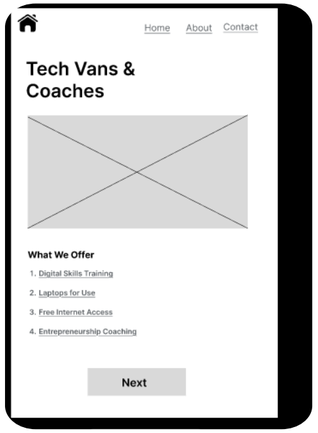


Home

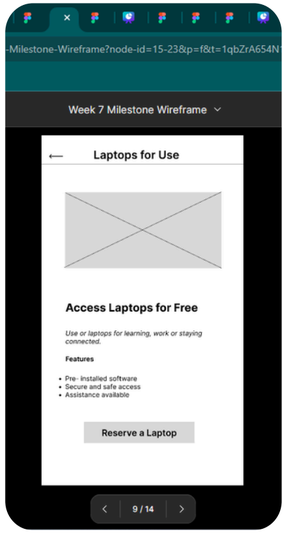


Services

Service Detail

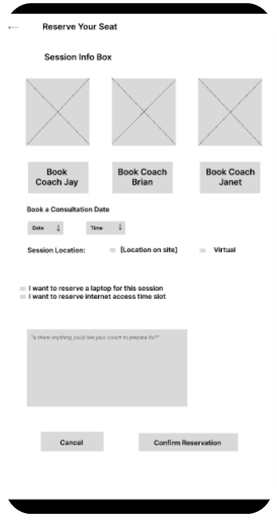


Booking

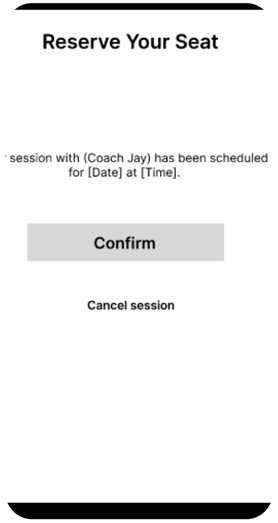


Schedule

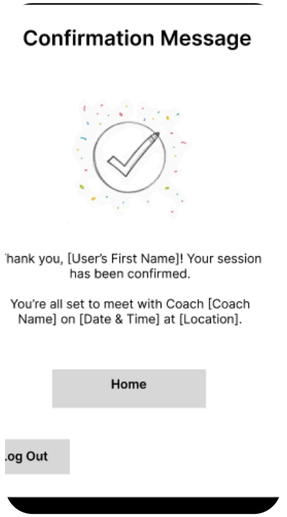
Profile



Notifications

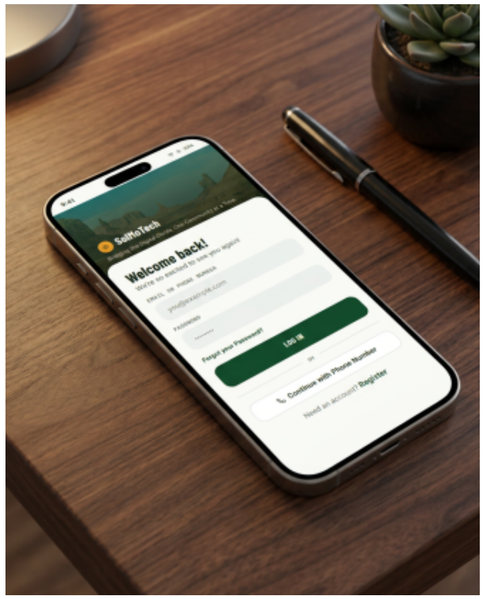


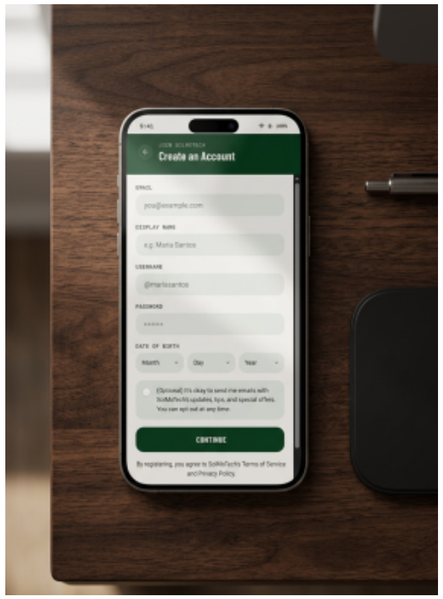
Search

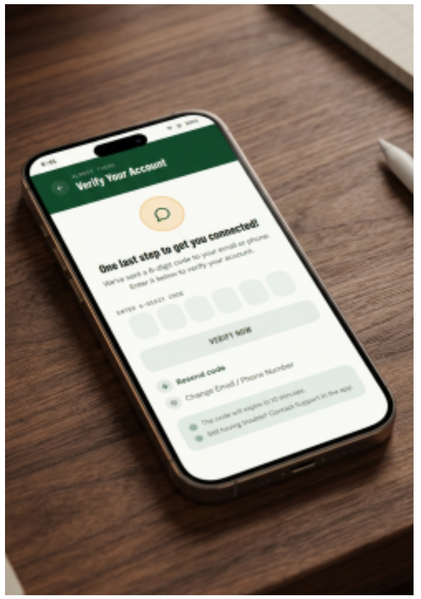


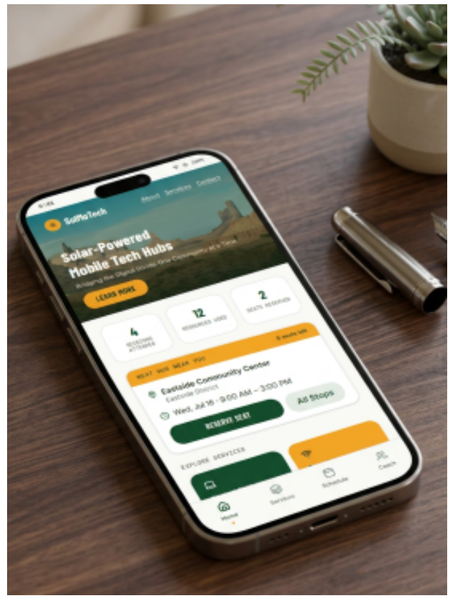
Checkout

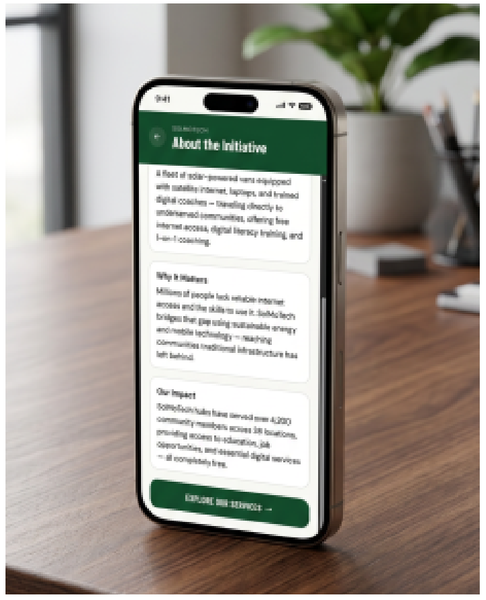
High Fidelity Design
For SolMoTech

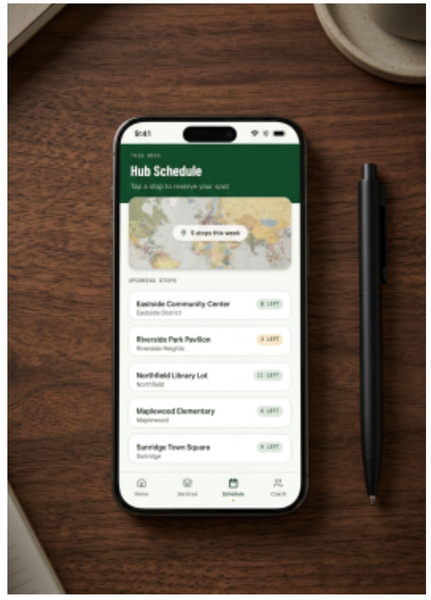


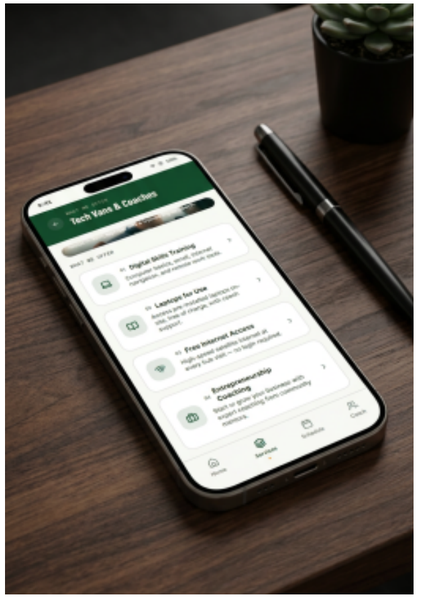


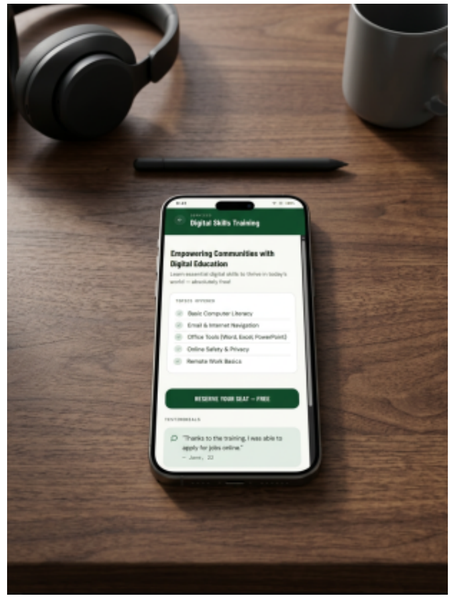






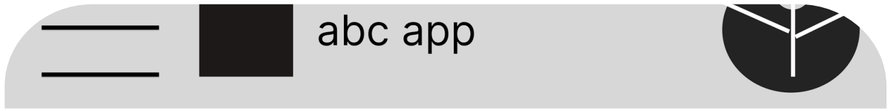


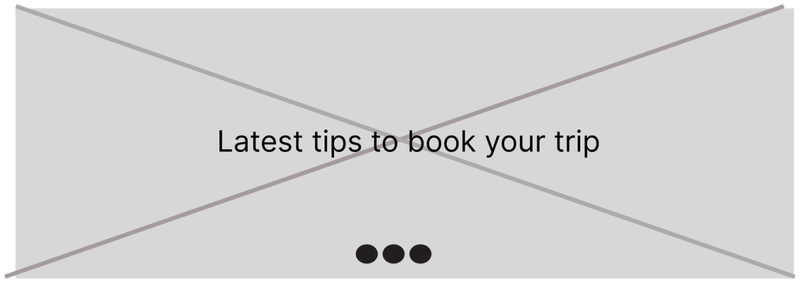


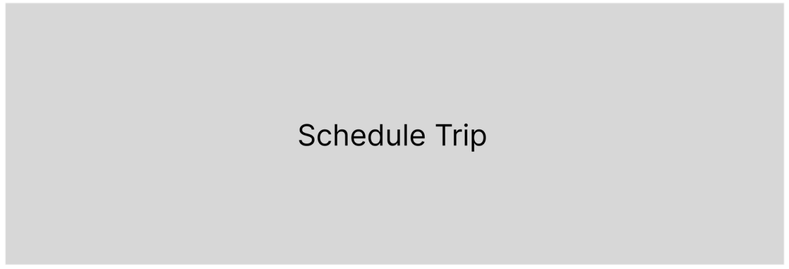


FEATURED PROJECTS

BEFORE

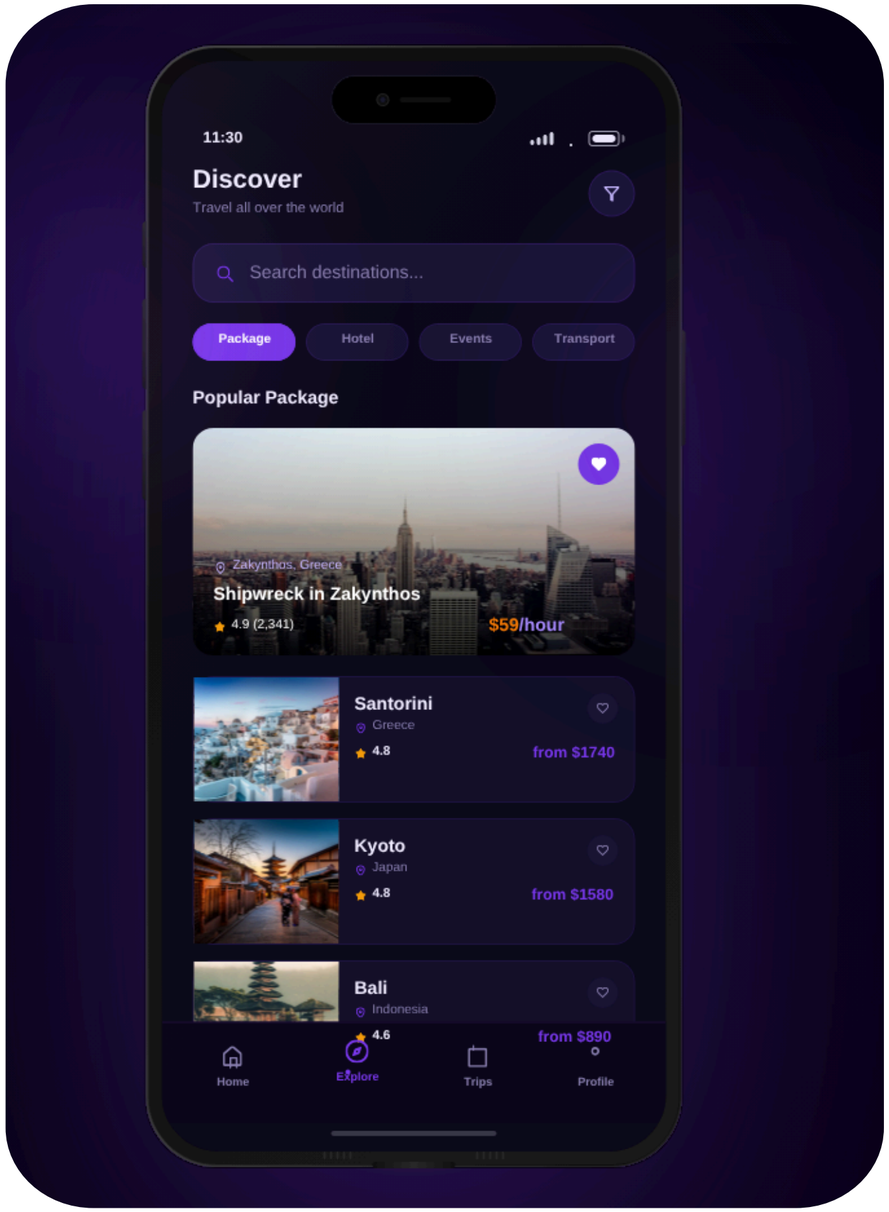






Trips Recommended to you

AFTER



Project 2: Triply

A Mobile App for Better Travel Experiences

"Helping travelers make confident destination choices."

📋 PROJECT OVERVIEW

Triply is a mobile application designed to help travelers discover and choose destinations that best match their interests, preferences, and travel goals. The app provides a simple and engaging experience that makes trip planning easier and more enjoyable.

⚡ THE CHALLENGE

Many travelers struggle to choose the right destination because information is scattered across multiple platforms, making it difficult to compare options and confidently plan a trip. This often leads to decision fatigue and a frustrating planning experience.

🎯 MY APPROACH

- Researched common travel planning behaviors and user needs.
- Designed intuitive user flows to simplify destination discovery.
- Created low-fidelity wireframes before developing high-fidelity UI designs in Figma.
- Focused on a clean, mobile-first experience with clear navigation and visually engaging destination browsing.

✅ OUTCOME

A streamlined destination that is a discovery experience that organizes information in one place, helping users explore options and make more confident travel decisions

🛠️ KEY SKILLS

User Research User Flows Wireframing UI Design

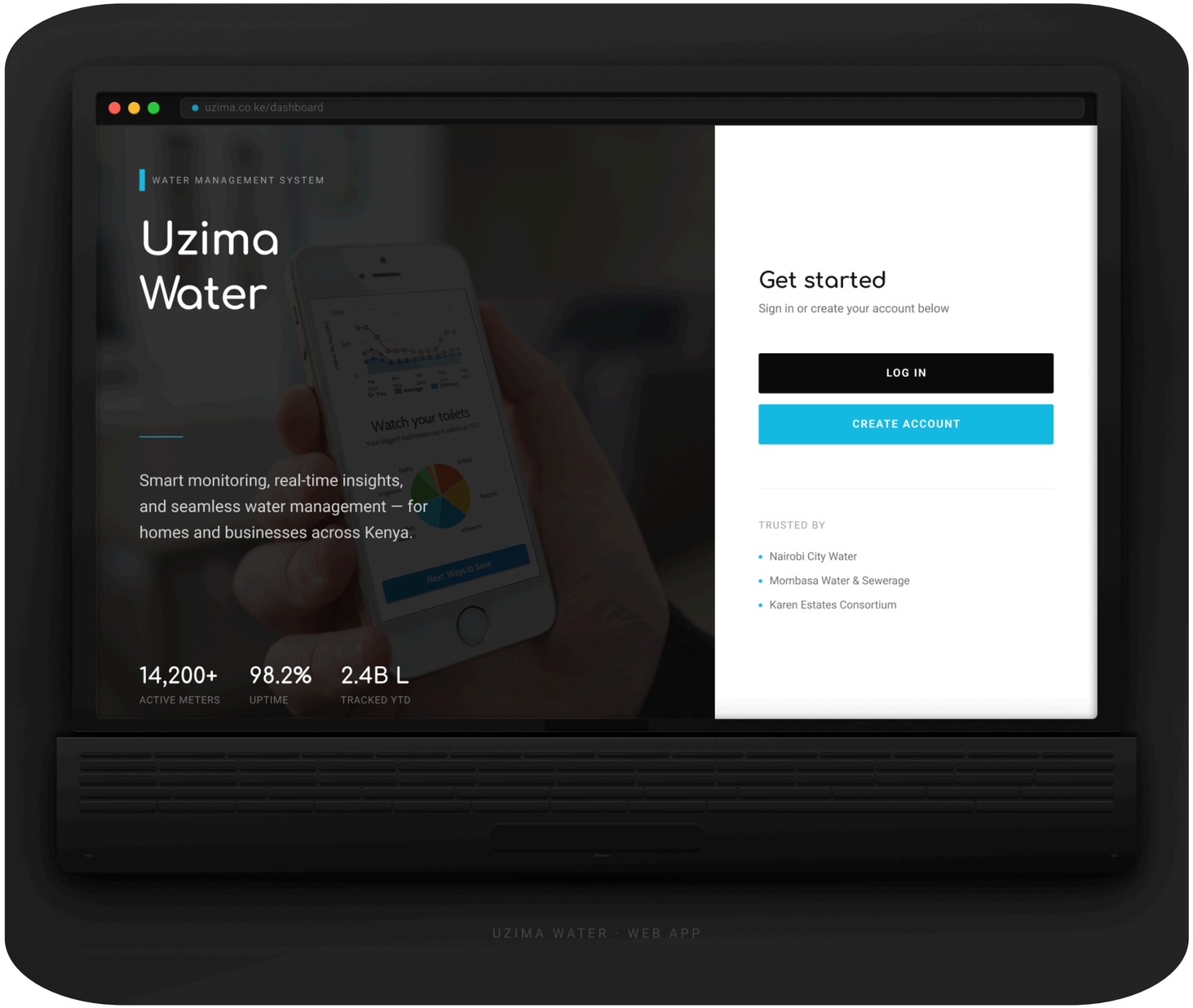
Mobile-First Design Information Architecture Prototyping

Role: UI/UX Designer **Tools:** Figma, FigJam, Canva **Platform:** Mobile Application

FEATURED PROJECTS

BEFORE

AFTER



Project 3: Uzima Water

A Smart Water Meter Dashboard & Web Platform

"Empowering users to make smarter water management decisions through data-driven insights."

💧 PROJECT OVERVIEW

Uzima Water is a web-based dashboard designed to help households and water service providers monitor water consumption through a smart water meter system. The platform provides users with real-time usage insights, helping them track consumption, detect unusual patterns, and make informed decisions.

⚡ THE CHALLENGE

Many households have limited visibility into their water consumption, making it difficult to monitor usage, identify leaks, and manage monthly water costs. Traditional billing methods often provide feedback too late, preventing proactive action.

🎯 MY APPROACH

- Identified user needs around monitoring consumption and accessing account info.
- Designed an intuitive dashboard prioritizing data clarity and easy navigation.
- Applied clear visual hierarchy for usage statistics, alerts, and billing.
- Focused on responsive design and accessibility across devices.

✅ OUTCOME

A dashboard that makes water consumption easier to understand at a glance, helping users monitor usage, spot potential issues earlier, and make more informed decisions.

🛠️ KEY SKILLS

Dashboard Design	Information Architecture
UI Design	Responsive Design
Visual Hierarchy	Data Visualization

Role: UI/UX Designer & Researcher

Tools: Figma, FigJam, Canva

Platform: Responsive Web Dashboard

BBIT Final Year Project

What I'd Do Differently

Honest reflections on what I would improve in each project.

SolMoTech

Validate the assumptions with real users through interviews and usability testing with people from the target communities. This would help uncover issues around digital literacy, navigation and jargon before finalising the design.

Triply

Bring actual travelers into the testing process earlier. Feedback from colleagues in operations, IT and transport helped validate the concept, but testing with real travelers would give a much clearer picture of how easily users navigate the booking and discovery flows.

Uzima Water

Build privacy and security into the design from the start. Since the product handles household billing and water-usage information, the experience should make it clear how that data is protected and who can access it.

Communicating Across Audiences

Different collaborators evaluate a design through different lenses and my job is to speak to what each of them actually cares about.

Audience	What They Care About	How I Communicate to Them
Clients	Does this solve the problem? Will it improve customer satisfaction, revenue, or reduce risk?	Lead with outcomes and impact, not process and tie every decision back to their business goal
Stakeholders	Is this worth investing in? What's the risk vs. return?	Present trade-offs clearly including cost, risk, and expected ROI, not just the "cool factor" of a design
Engineers	Can this actually be built? What are the technical constraints?	Bring feasibility into the conversation early and flag complexity, propose alternatives when needed
Product Managers	Does this align with the product strategy and roadmap?	Frame decisions in terms of priority, scope, and how they fit the broader product vision

Applying This to SolMoTech

Two real decisions from SolMoTech, explained the way I'd actually present them to each audience.

Audience	Decision 1: Mobile App vs. Fixed Hub	Decision 2: Paid Laptop Access
Clients	“This reaches communities a fixed location never could and more people get served, without the overhead of a physical building.”	“A small, affordable fee makes the service sustainable long-term, instead of relying entirely on outside funding to keep it running.”
Stakeholders	“Lower fixed costs, no lease or grid dependency — the risk of expanding into a new region is a van, not a new building. Better ROI on expansion.”	“This creates a modest, recurring revenue stream, reduces reliance on grants or subsidies, and de-risks the business model over time.”
Engineers	“The app needs to work reliably offline or on low bandwidth, since we can’t assume strong connectivity at every stop and that shapes how we build it.”	“We’d need to add account/payment handling for laptop bookings and make it lightweight, without adding unnecessary complexity
Product Managers	“This keeps us aligned with the ‘accessible, ‘mobile-first’ product strategy. it’s not just a feature, it’s core to how the whole service scales.”	“This adds a small monetization layer without changing the core free service worth sequencing after the core booking flow is solid.”

Thank You!

Get in Touch

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