

Lorraine Wambiru

Product & Visual Designer · UI/UX · Brand Identity · Front-End

wambirulorraine@gmail.com
[linkedin.com/in/lorraine-wambiru](https://www.linkedin.com/in/lorraine-wambiru)
[behance.net/lorraine-wambiru](https://www.behance.net/lorraine-wambiru)

PROFESSIONAL SUMMARY

Product and Visual Designer with a strong command of both UX/UI and graphic design and the rare ability to build what I design. With hands-on experience at BBC News Africa producing editorial graphics for pan-African audiences and a portfolio of end-to-end product case studies spanning civic tech, wellness and productivity, I bring design thinking and visual craft to every stage of the product life-cycle. I design systems that are beautiful, functional and human.

EXPERIENCE

Designer · BBC News Africa

Dec 2024 – Dec 2025

- Designed editorial graphics for BBC News Africa's digital and social platforms, covering major stories across the continent including the Sudan civil war, Uganda elections, WAFCON 2024, and immigration policy, reaching audiences across 50+ African countries.
- **WAFCON 2024 & Uganda Elections 2026** Led the visual identity for two major broadcast campaigns:
- Developed full brand systems, colour palettes, brand patterns, typography, and supporting elements, applied across broadcast, promo, and social media use cases.
- Created high-volume social media content under tight editorial deadlines, maintaining BBC's visual standards while adapting assets for diverse cultural contexts.
- Worked within BBC's core brand framework to deliver campaign-distinct identities that remained unmistakably BBC.

Graphic Design Intern · County Government of Nakuru

2023

- Designed communication materials and visual assets for county government departments, supporting public-facing campaigns and internal communications.
- Gained foundational experience in institutional design, working within strict brand guidelines and adapting visuals for print and digital formats.

SELECTED PROJECTS

Solara · AI Student Wellbeing App · UX/UI Design

2024

- Designed a mobile wellbeing platform for university students combining AI companionship, mood tracking, journaling and a therapist directory.
- End-to-end UX: research, information architecture, interaction design, prototyping, and a full design system.

Public Pulse · AI Civic Feedback Platform · UX/UI Design

2024

- Designed a dual-sided civic tech platform for citizens and government administrators, featuring a conversational AI reporting assistant, real-time report tracking and a sentiment analysis dashboard.
- Designed both citizen-facing and admin interfaces as a single cohesive visual system.

FlowSpace · Productivity & Reflection Tool · UX/UI Design

2024

- Designed an energy-aware productivity environment where task recommendations adapt to the user's daily mood and capacity, featuring an Inner Council AI system offering five distinct perspective-driven voices for decision support.
 - Architected for offline-first use with background sync, reflecting real-world usage patterns.
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SKILLS & TOOLS

UX/UI Design: UX Research · Information Architecture · Interaction Design · Prototyping · Design Systems · Accessibility · Mobile-first Design

Visual & Brand Design: Brand Identity · Visual Journalism · Editorial Graphics · Print & Digital

Tools: Figma · Adobe Photoshop · Adobe Illustrator

Development: React · TypeScript · Next.js · Tailwind CSS · Framer Motion

Soft Skills: AI-assisted Design · Cross-cultural Communication · Deadline-driven Production · Self-directed Research

EDUCATION

Bachelor of Science, Computer Science · Kabarak University

Complemented with self-directed study in UX/UI design, visual design and front-end development.

Portfolio available at lorraine-wambiru.vercel.app · References available on request