Ted Thie Gichuki

Product Designer

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Portfolio: tedthie.cc

Summary

Product designer with 7 years' experience designing data-dense products for iOS, Android and web, where people make high-stakes decisions: trading simulations, forecasting tournaments, hospital patient care, hiring analytics and credit scoring. I build token-based design systems, including one that themes a single product for 10 enterprise brands, and test with real users, from live tournament players to staff in hospitals. Working remotely with UK and US teams since 2022.

Experience

AmplifyME (Amplify Trading) · London, remote

Product Designer (contract) · Jan 2025 – Nov 2026

Financial-markets training and talent-assessment company serving students, universities and hiring teams at firms including JP Morgan, Citadel, Millennium, UBS and Bank of America. I worked with the PM and engineers from discovery to release, on Flutter apps across iOS, Android and web.

- **Lead designer on Insights (MarketMind), built from scratch (0→1).** A forecasting tournament platform with staking, confidence-weighted payouts, adaptive round scoring and Points and P&L leaderboards. White-labelled for JP Morgan and Millennium; one JP Morgan tournament drew 1,000+ participants. Ran feedback sessions and drop-off analysis, then redesigned the steps where players were leaving.
- **Built the token-based design system behind AmplifyIQ**, theming one live quiz-and-trading game for 10 enterprise clients from 57 shared tokens. **New client themes now go live in 4 hours instead of days.** Designed a stake-based game mode as a second way to play alongside the original timed quiz, refined through user feedback sessions.
- **Created the AmplifyME design system:** 96 primitives and 33 semantic tokens in light and dark mode, named to match the front-end component library (shadcn/ui) so design maps one-to-one to code. Redesigned Insights on it for desktop and mobile.

- **Redesigned Retrader**, a trading simulation of historic market events: live P&L chart, breaking-news alerts, leaderboards and responsive layouts, plus a live-event version for Citadel that drew 100 players at its first event.
- **Designed the Talent Intelligence Platform**, which turns simulation performance into hiring decisions through cohort distributions, STEN scoring, RAG banding and candidate trajectories (in build).
- **Extended Pathways**, the student and university simulation platform: tablet and mobile experience, payment and MFA flows. Started the design of Pathways Corporate, its client-branded version for employers.
- Earlier contract (Nov – Dec 2024): designed and built the Train & Attract pages on amplifyme.com.

Palladium (KeHMIS) · Nairobi, hybrid

UI/UX Specialist (contract) · Jun 2023 – Jan 2025

- **Designed the KenyaEMR billing module from scratch (0→1)** for mobile money, insurance and cash payments across inpatient and outpatient care. Field-tested it in health facilities against real case scenarios with cashiers and engineers, finding and fixing gaps in how waivers were handled. Adopted by the global OpenMRS community.
- **Redesigned the KenyaEMR patient journey** so staff can follow each patient from point of entry through triage, diagnosis and treatment to the pharmacy. Helped design the new inpatient module.
- **Led the redesign of the Nishauri patient app** (Flutter, iOS and Android). Beta surveys showed a 55% improvement in satisfaction with navigation and ease of use.
- **Built and maintained the KenyaEMR design system** of reusable, documented components.
- Designed inventory and order management for the Procurement Service Agent, and digitised patient forms, treatment sheets and fluid-balance tracking for Eswatini's CMIS.

Elgia Inc. · Remote (US company)

Product Designer · Jul 2022 – Jun 2023

- Co-designed Alinkeo, a cybersecurity and digital-skills course platform, including an interactive transcript with time-stamped notes, FAQs and navigation.
- Designed and built a clickable image-map pitch tool for business analysts, which reached 85% adoption.
- Led the design and build of Elgia's company website.

Revolution Analytics · Nairobi

Product Designer · Dec 2019 – Jun 2022 · *UI Designer intern, Jun – Dec 2019*

- **Led the design of Nunua Sasa**, a buy-now-pay-later app that scores credit from bank and M-Pesa statements: research, personas, prototypes and testing. Cut support tickets by 30%, mostly around onboarding.
- Designed and built client websites in WordPress, Webflow and HTML/SCSS to WCAG accessibility standards.

Skills

- **Product design:** 0→1 product design, data-dense dashboards and tables, scoring and gamification systems, white-label products, journey mapping, information architecture
- **Research and testing:** usability testing, user feedback sessions, drop-off analysis, field testing with real case scenarios
- **Platforms:** iOS, Android and web, Flutter apps, responsive web, Material Design 3
- **Design systems:** design tokens, Figma variables and modes, multi-brand theming, light and dark modes, shadcn/ui-aligned tokens, component documentation
- **AI workflow:** AI-assisted design and iteration with Claude, design-system consistency checks
- **Front-end:** HTML, SCSS, JavaScript, Angular, Python, GSAP, Webflow, WordPress, WCAG accessibility
- **Tools:** Figma, Jira, Confluence, Moqups, Adobe Illustrator

Education

BSc Informatics and Computer Science, Strathmore University, Nairobi · 2016 – 2019

Certifications: Product Designer Certification, Dribbble (2021) · IBM Big Data Developer Mastery Award (2016)