

Sydney Pagiel

Product Designer

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Experience

Sub Sahara Africa Motors

Website Designer | Sales Advisor

Remote

Feb-March 2026

- Conducted competitive analysis across local automotive platforms, identifying UX and accessibility gaps.
- Designed a user story-driven website improving purchase clarity and reducing decision friction.
- Identified lifecycle gaps and proposed a loyalty program to improve retention.

Fyve Meal Services

Co-Founder

Nairobi, Kenya

2022-2023

- Led a user research effort that resulted in a 650% increase in subscriptions in the second month of operations.
- Developed a comprehensive meal delivery programme that met the requirements of 3 defined user types resulting in an uptick in referrals and subsequent onboarding.
- Developed and began the roll out of a container exchange programme that reduced recurring container expenses.

Skin Nurse Organics

Graphic Designer | Business Advisor

Nakuru, Kenya

2019-2022

- Overhauled the brand identity and product strategy for an organic skin care startup with a heavy emphasis on a more streamlined sales process, and visuals that promote trust and diverse market requirements.
- Identified demand for targeted skincare solutions through research and split the product line into treatment-focused and organic ranges, driving growth in an emerging market.
- Conducted market research to identify key markets to focus on cutting out poorly performing products to save costs when sales dropped.

Projects

Standard Chartered: Design Systems

UX Designer | Self Initiated Project

Nairobi, Kenya

2024-2025

- Audited cross-market navigation, revealing internal banking structure prioritized over user intent, forcing users to self-identify by segment before reaching products.

- Designed a core and extended navigation system, scaling from flat links for small markets to mega menus for large ones, organized around user intent.
- Paired information cards with bottom sheets for progressive disclosure, letting users scan content without page redirects.

Standard Chartered: UI Redesign

UI Designer | Self Initiated Project

Nairobi, Kenya

2024-2025

- Rebuilt mobile navigation around user tasks rather than user type, with a 4–5 item primary bar and an adaptive secondary menu.
- Redesigned the money transfer flow, reducing steps to complete a transfer by up to 50%.
- Designed a new home screen experience with the previously implemented action cards, allowing common banking actions to be fast tracked.

Ndovu: Design Systems, Website Redesign

UI Designer | Self Initiated Project

Nairobi, Kenya

2026

- Redesigned Ndovu's landing page around a trust ladder, strategically pairing low and high commitment CTAs and placing trust signals at the point of decision.
- Replaced abstract benefit copy with concrete, first-investor framing (S&P 500 and ETFs from KES 5,000) and elevated Ndovu's CMA/ODPC regulation into a hero trust marker.
- Built a clearer color hierarchy, reserving green for trust and positive signals and orange for targeted highlighting, with a product-forward hero showing real portfolio and fund surfaces.

Leadership

Fyve Meal Services

Co-founded a meal plan service for busy students, defining structured offerings, coordinating logistics, and managing supply chain operations.

Education

University

Bachelors in Business Information Technology | Business Intelligence

2019-2023

Diploma in Business Information Technology

2017-2018

Skills

Design & UX: Prototyping, Wireframing, Interaction Design, Visual Design, Design Systems, User Research, Usability Testing, Information Architecture Design, UX Auditing, Accessibility

Tools: check

Figma, Sketch

Development: HTML, CSS, SvelteKit

Product & Strategy: Product Thinking, Conversion Optimisation, Competitive Analysis, Marketing, Business Strategy & Analysis

Interests

Interests include philosophy and theology, participation in sports such as hockey, rugby, football, and athletics, and creative work including content strategy

Certifications

Effective Altruism Introductory Program Applied frameworks for prioritisation, expected value thinking, and high-impact decision-making.