



PORTFOLIO · 2026
NAIROBI, KENYA

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Chief Innovation Officer · Product Strategist · Venture Builder

The whole picture is my speciality.

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SELECTED WORK · 2016 TO 2026

I am not confused. I am *integrated*.

People sometimes ask which lane I'm in: product, design, operations, strategy, ventures. The honest answer is that one thread runs through all of it. I translate complexity into systems that move.

Ten years of operating inside African digital products taught me that complex problems don't stay in their lane. Neither do I. Specialists zoom in; I hold the whole picture, then design and build what it needs.

Breadth is the proof of systems thinking. Every domain reinforces the others.

DOMAIN ANCHORS

Web & product design

UX research, information architecture, and interfaces designed and shipped, from marketing sites to clinical platforms.

Digital health

Operating systems for clinical and consumer health across African markets. Built at scale at AfyaRekod; building again at Tuliz.

Product strategy

Roadmaps, ops design, decision frameworks. The unglamorous infrastructure that makes ambition shippable.

Three disciplines, one head.

A Brand & identity

Positioning & brand strategy

Competitive research, brand idea, naming, tagline. The argument before the artwork.

Visual identity

Logo systems, lockups, palette with verified contrast, type stacks, usage and misuse rules.

Collateral & guidelines

Brand books, stationery, decks, print-ready files. Everything the team needs on Monday.

B Web & UX

UX research & architecture

Interviews, audits, journey maps, sitemaps, navigation systems that hold up at scale.

UI design & icon systems

Wireframes to high-fidelity. Design tokens, component libraries, icons drawn from one rule.

Front-end build

React, TypeScript, Tailwind, WordPress. I design it, then I can ship it.

C Product strategy

Discovery & validation

Turning ambiguous early-stage ideas into validated concepts and MVP scope.

Roadmaps & operating cadence

Prioritization frameworks, sprint rhythms, decision logs teams can actually run.

Venture & board advisory

Strategy at board level: trade-offs, narratives, and the numbers behind them.

How I work.

Four steps, designed for clarity, not theatre. The same discipline whether the deliverable is a website, a product roadmap, or a venture.

01

Discover

Stakeholder interviews, competitive scan, brand and product audit. I listen first and treat your context as the brief.

02

Define

Goals, audience, success metrics, scope. Clarity before pixels, strategy before sprints.

03

Design

Architecture, wireframes, UI, prototype. Iteration with you, not at you.

04

Deliver

Build, QA, launch support, and documentation that survives me leaving. I stay in the room.

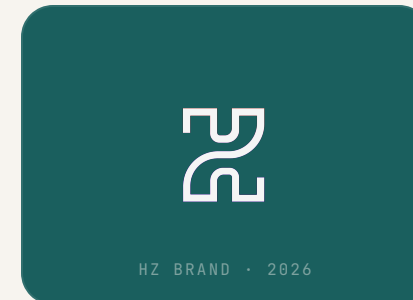
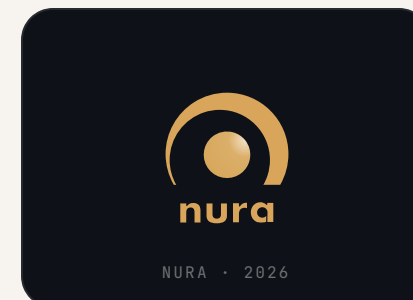
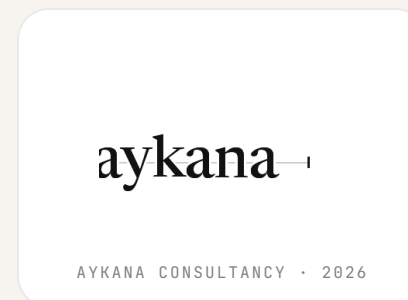
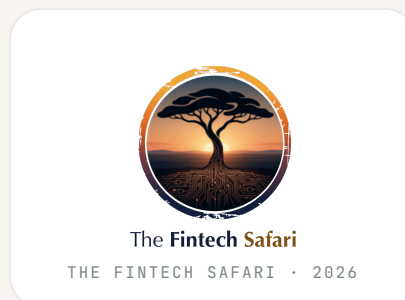
- Every engagement ends with artefacts your team owns: files, systems, and playbooks, not dependencies.

Identity systems, built to be used.

Not logo files in a folder. Each of these ships as a working system: tokens, type scale, usage and misuse rules, and the collateral the team actually needs on Monday morning.

Six brands across fintech, consultancy, interior design, and digital health, each one carried from research and positioning through to applied design.

- Research, strategy, identity, design system, applied collateral.



The FinTech Safari

Client: AHK Growth Partners • Full brand system • 2026

A tiered executive programme for African fintech leaders needed an identity with the gravity of the room it puts people in. The mark reads as an acacia at dusk whose roots are a circuit: the ecosystem and the infrastructure as one object.

Delivered as a ten-part system: market research, strategy, colour, typography, logo, imagery, motion, voice, applications, and print-ready stationery.

SAVANNA DUSK • EVERY VALUE WCAG-VERIFIED



The Fintech Safari

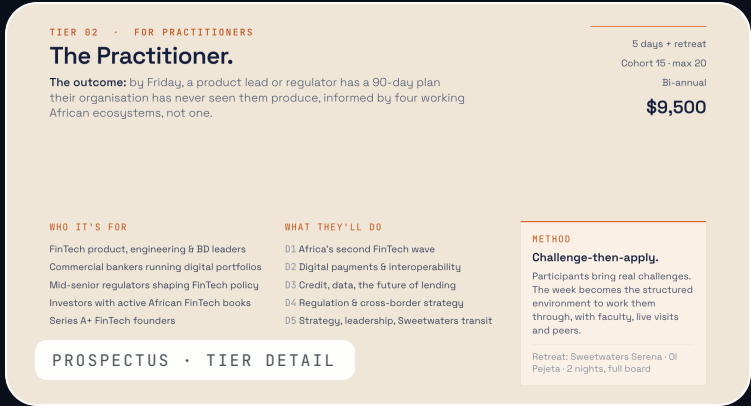
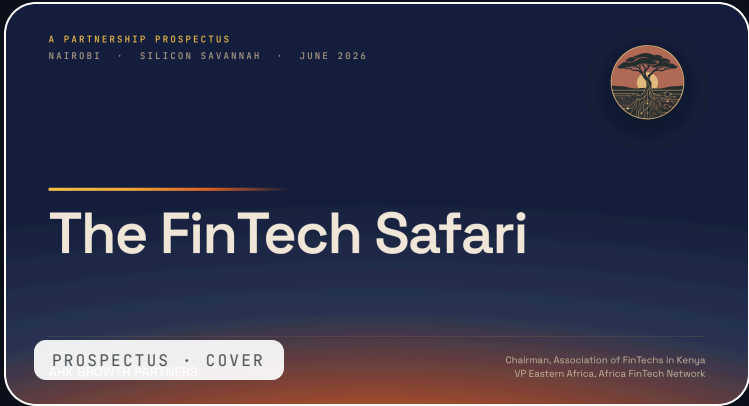


The Fintech Safari



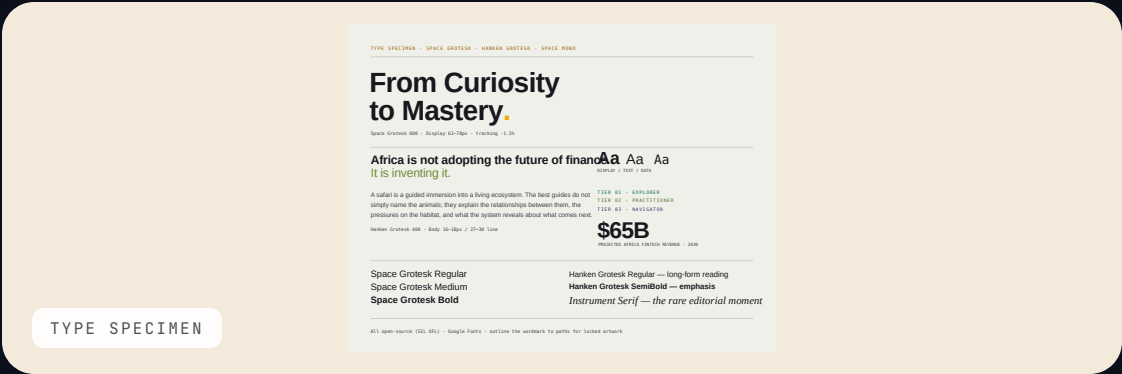
The Fintech Safari

A system is only real once it survives a document.



The three programme tiers (Explorer, Practitioner, Navigator) are sequenced as a day: amber sunrise, ember sunset, indigo night. One rule holds the whole system together: Conservancy Green never carries text on a dark field, so on Ink the mark switches to Sage.

That is the kind of decision that keeps a brand legible long after I have handed it over.



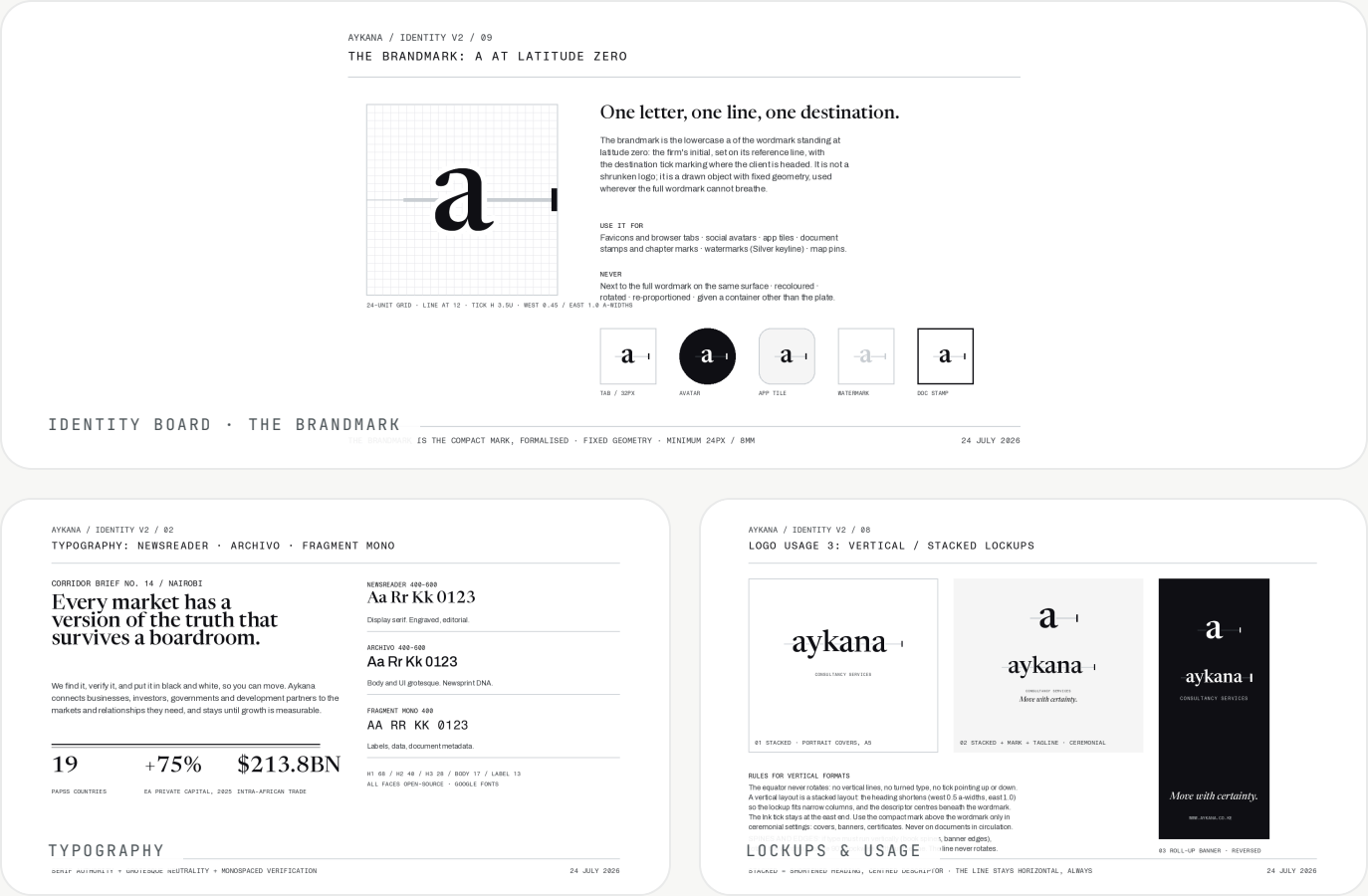
Aykana Consultancy

Client rebrand • Strategy, identity, collateral • 2026

A market-development consultancy working across African trade corridors. The brand idea came out of the research: in a market of grey areas, Aykana deals in black and white.

Six competitors were navy, geometric and decorated. So this one is monochrome, typographic and documentary: emphasis by weight rather than colour, silver reserved for structure, and a brandmark that is one letter on one line with a tick at the destination.

Tagline: Move with certainty.



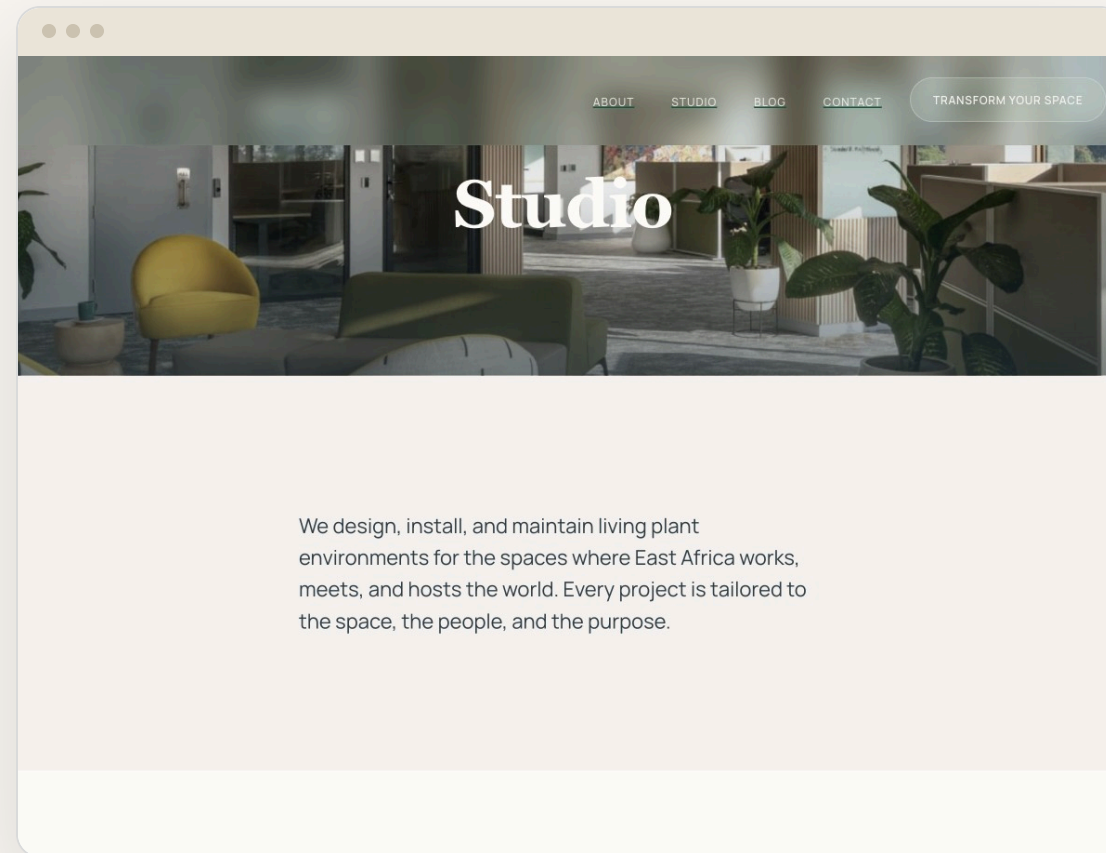
Catapult Nature

Client engagement • Brand identity, design system, WordPress build • 2026

A Nairobi interior-scaping company (founded 2013, clients from Google to Serena Hotels) needed its digital presence to match its physical work. The engagement ran the full stack: brand identity, a tokenized design system, and a custom WordPress + WooCommerce site designed and built end to end.

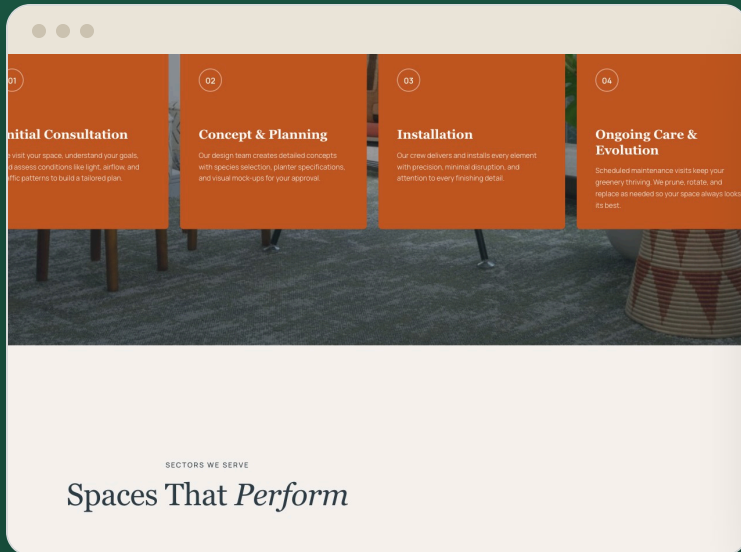
- Visual identity and brand guidelines, plus catalogue and company-profile collateral.
- Editorial design system: Playfair Display + Manrope, WCAG-checked palette, motion language.
- Custom theme with ACF-driven templates, e-commerce, and a full pre-launch content audit.

CLIENT PALETTE

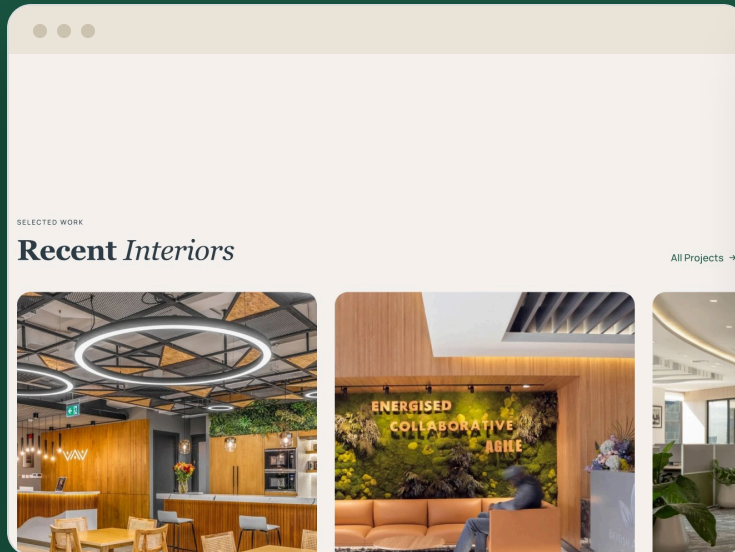


CATAPULTNATURE.CO.KE • STUDIO PAGE HERO

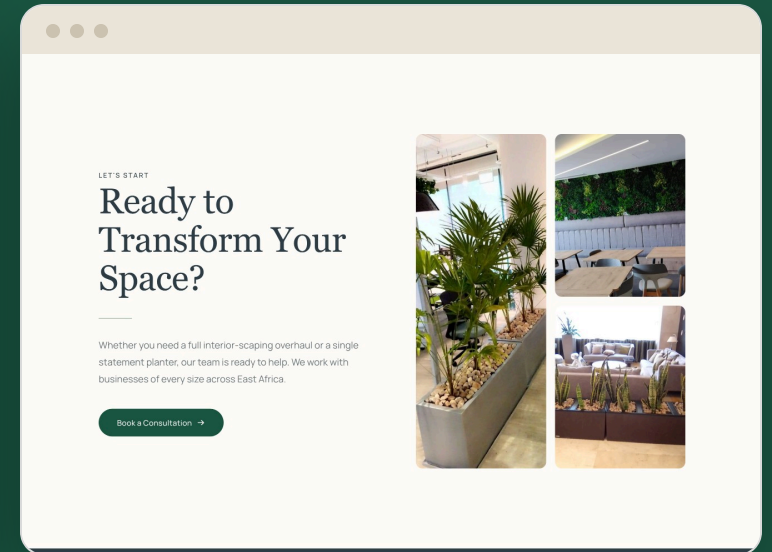
Editorial, not corporate. The site breathes.



PROCESS • NUMBERED SERVICE CARDS



SELECTED WORK • IMAGE-LED PROJECT GRID



BOOKING • CONVERSION MOMENT

Every screen runs on the same tokens: cream grounds, deep forest bands, terracotta as a condiment rather than a wash, and motion slow enough to feel like the plants it sells.



Own product · Identity and full icon library · 2026

A personal knowledge and focus system. Every icon in the product is drawn by me, from one geometric rule: a solid circle held inside an open arc, the same relationship as the wordmark.

Fifteen marks, one stroke weight, one brushed-gold gradient, shipped as optimised SVG for web, iOS, and the browser extension. A set, not a collection.



OBSIDIAN BRUSHED GOLD BONE



CONSTRUCTION

Open arc, filled core. Every icon inherits the same optical centre and 2.4pt stroke.



HOME



TODAY



TASKS



GOALS



FOCUS



JOURNAL



IDEAS



KNOWLEDGE



LEARN



MEETING



LUME AI



LIGHT MODE



SETTINGS



WORDMARK



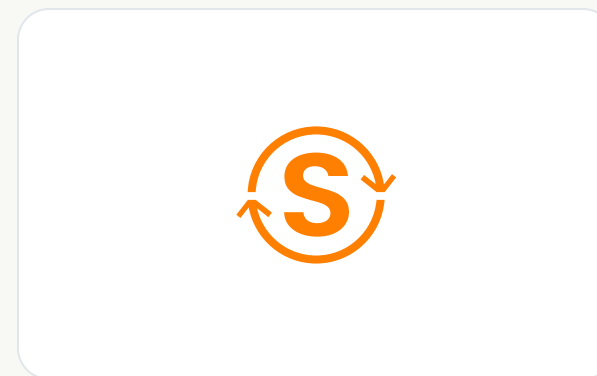
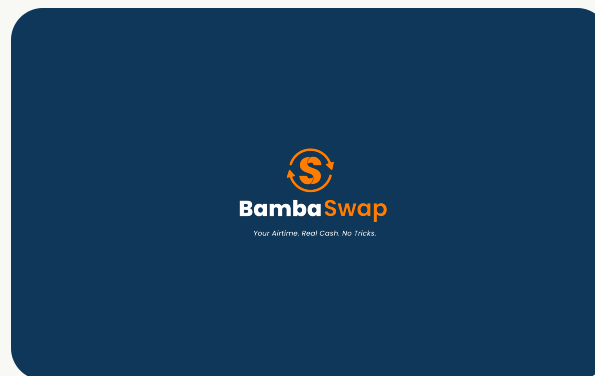
APP TILE



Chief Strategy & Innovation Officer • Brand, design system, PWA • 2026

Kenyan fintech turning unused airtime into real cash. The brand had to carry two things at once: the warmth that makes a stranger trust you with money, and the restraint that makes a regulator take you seriously.

Delivered as brand guidelines plus a coded design system: tokens, components, a Tailwind config, and a working PWA. Status colours are deliberately warm (deep green, amber, brick) because neon red reads as danger in a product people already feel nervous using.



DESIGN SYSTEM • WHAT SHIPPED

Brand guidelines & visual strategy
Tailwind config, self-hosted type
Social & campaign templates
Analytics dashboard, 2021 to 2025

Tokens + component CSS
Progressive web app shell
Business card, email signature
Full client handover package

hanyzuhudi.com

Own brand • Strategy, identity, UX, and React build • Live

The proof I can hold a project from positioning to production. One brand system carried from strategy documents through UI into shipped code, with two surfaces: a scrolling portfolio and a draggable "studio desk" that shows working frameworks as an interface.

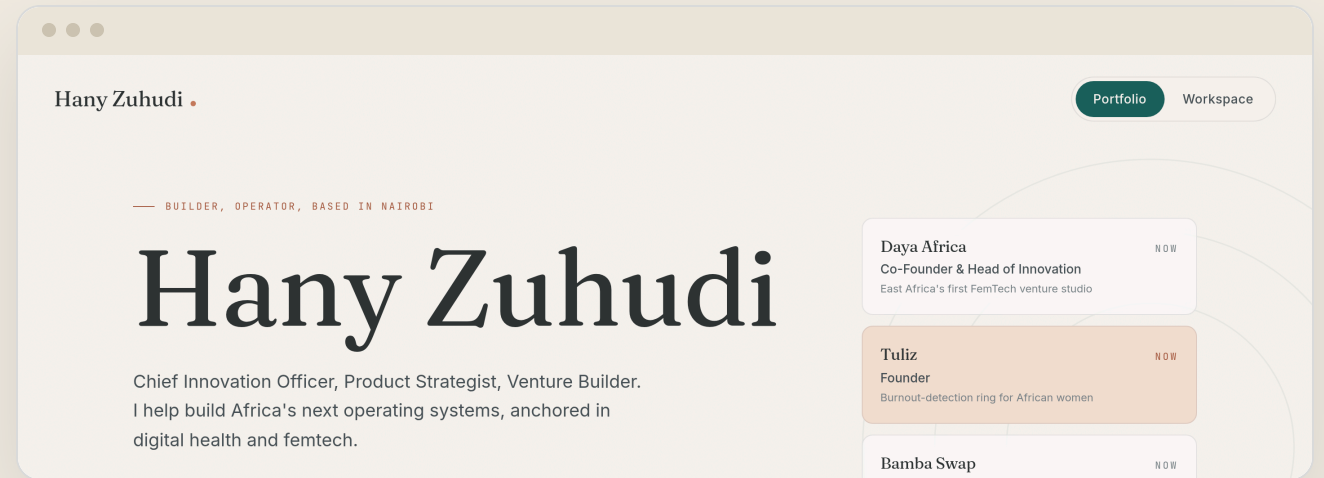
React

TypeScript

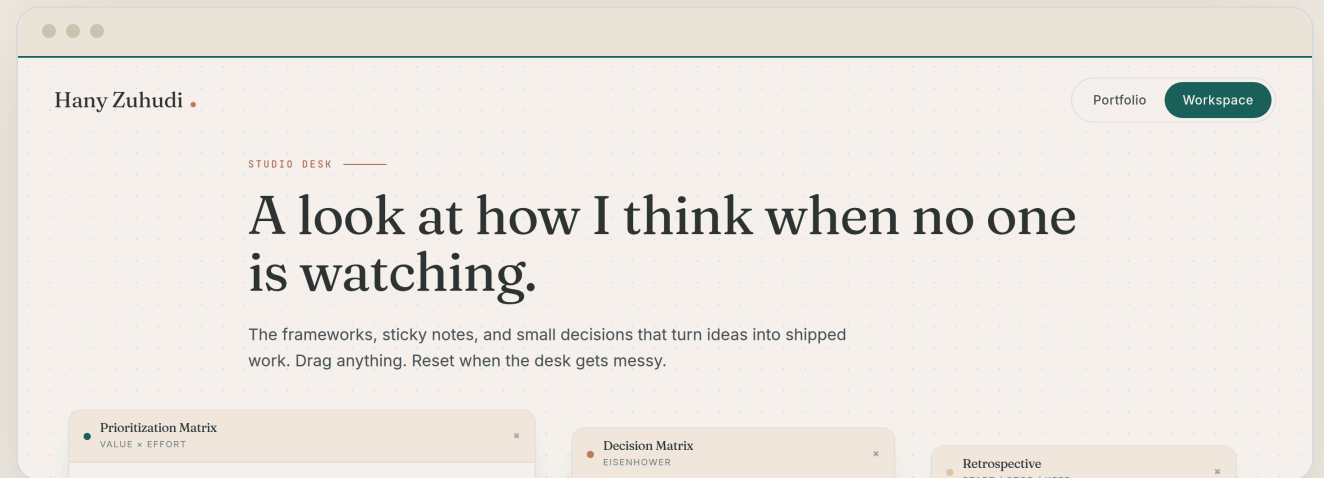
Vite

Tailwind

Framer Motion



PORTFOLIO SURFACE • HERO



WORKSPACE SURFACE • DRAGGABLE PM WIDGETS

Tuliz

Founder • Zero to MVP • Active

A burnout-detection system for African women: a wearable ring plus an app that reads physiological signals alongside culturally grounded check-ins. The product I wish had existed when I needed it.

This is the full stack of my practice in one project: user research with the women it serves, product definition, UX and UI design, and the technical architecture underneath it, privacy-first from day one.

- User research
- Product design
- UX / UI
- On-device AI
- Data privacy

PROJECT FACTS

FORM FACTOR	Wearable ring + app
USERS	African women, 25 to 45
ARCHITECTURE	RAG-first, on-device LLM (Ollama)
COMPLIANCE	Kenya Data Protection Act 2019
STATUS	MVP in development

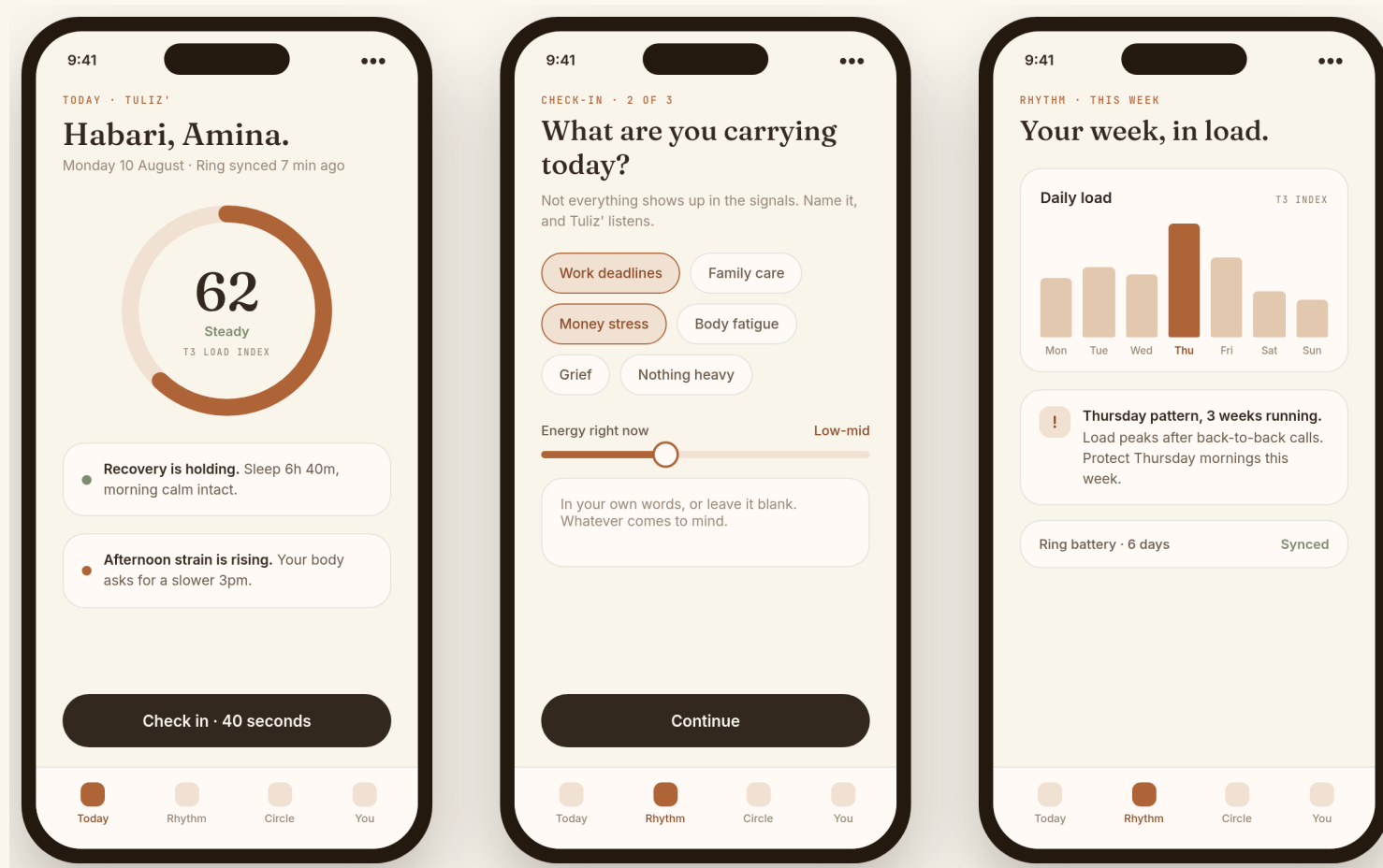
WHAT THIS PROVES

The same discipline I bring to client work: research before design, privacy by architecture, and a build that ships rather than a concept that circulates.

Quiet software for heavy days.

The T3 load index reads the body through the ring; the check-in asks what the signals can't see. Concept screens for the MVP now in development.

CONCEPT UI • PRODUCT IN DEVELOPMENT • 2026



AfyaRekod

General Manager, Product & Operations • 2020 to 2023

Took an early-stage African healthtech from a small team to a multi-country operation. The brief looked like "make it scale." The actual work was designing the operating system that let a 40-person team ship three platforms coherently across five markets without losing the plot.

- Led the end-to-end launch and scale of three digital health platforms used by patients, clinics, and public health systems.
- Stood up HMIS, USSD, and clinical workflows designed for low-bandwidth contexts.
- Built multi-tenant platform architecture supporting different national health regulations, with zero-disruption data migrations.
- Closed raises totalling \$2M+, partnered with ministries and hospital networks.

5 → 40

TEAM SCALE

\$2M+

CAPITAL RAISED

300k+

PATIENTS SERVED

5

COUNTRY MARKETS

"Innovation without operations is just hallucination. The point was never the demo; the point was the system that survived without me."

VENTURE STUDIO

Daya Africa

Co-Founder & Head of Innovation · Active

East Africa's first FemTech venture studio. Daya co-creates digital health ventures with female founders across Sub-Saharan Africa, funding, building, and operating alongside them rather than from a distance.

My role: translate ambiguous early-stage ideas into validated product concepts through structured discovery, problem framing, and MVP design, across a portfolio of ventures.

STAGE FOCUS

Pre-seed to seed

BOARD & STRATEGY

Bamba Swap

Chief Strategy & Innovation Officer, Board Director · Active

Part-time strategy and board role: shaping product direction and helping the team make the right kind of trade-offs as they grow.

WHY IT MATTERS TO YOUR PROJECT

Advisory grounded in operating reality. The strategy I bring to your roadmap is the same strategy I answer for at board level and inside my own ventures.

Ten years inside African digital products. The receipts.

10 yrs

In African product ecosystems

5 countries

Operating footprint

300k+

Patients touched, 100+ facilities

1,000+

Startups reviewed at DEMO Africa

EARLIER WORK • ECOSYSTEM ROLES

DEMO Africa

Pan-African startup discovery. Project Manager & Analyst, 2016 to 2019.

enpact

German-African entrepreneurship programs.

SingularityU

Exponential tech, African chapter.

KICTANet

Kenya ICT policy and ecosystem.

Figma

FigJam

Framer

Maze

Hotjar

Webflow

React

TypeScript

Vite

Tailwind

Notion

Linear

GitHub

Four ways in, matched to where you are.

BEST STARTING POINT

Product Ops Sprint

6 to 8 weeks · flat fee

A deep diagnostic of your product and ops situation, then a documented operating system your team can actually run. Clean scope, high impact.

MOST EMBEDDED

Fractional Chief Product Officer

Monthly · 2 days per week · 3-month minimum

I sit inside your team, run the rhythm, build the decision framework, own the roadmap process. Product leadership without a full-time exec hire.

DESIGN & BUILD

Website / Product Design Engagement

Scoped per project

Research, IA, UI, prototype, and build. From founder brand sites to product dashboards, designed and shipped end to end.

THINKING PARTNER

Strategic Advisory Retainer

Monthly · rolling

Structured access to my thinking: standing calls plus async input on the decisions that matter most.

- Every engagement starts with a Statement of Work. All artefacts and systems are yours to keep.



Let's build something worth quietly returning to.

Tell me where you are. I will tell you what I see, and what I would do about it.
No pitch, no obligation, just clarity.

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BASED IN

Nairobi, Kenya · Remote