Musangi Muthui

hello@musangimuthui.com | Mobile (570) 793-6142 | Los Angeles, California
LinkedIn: https://www.linkedin.com/in/musangi-muthui/
Portfolio: https://tinyurl.com/musangi-muthui-portfolio

SUMMARY

Data-driven **Digital Strategy Lead** and **Researcher** and with 10+ years of experience in **market research**, **consumer insights**, and **product development**. Skilled in **design thinking**, **UX prototyping**, and **user testing** for agency and corporate clients, including leading focus groups, conducting surveys, and performing qualitative and quantitative research. Proficient in **RStudio**, **Excel**, and **Keynote** for data analysis, **numerical modeling**, and **presentation**. Proven ability to synthesize **consumer behaviors** and **cultural trends** into actionable insights for stakeholders in **marketing**, **advertising**, and **channel management**.

SKILLS

- **Research Methods**: Usability testing, surveys, focus groups, literature reviews, heuristic evaluations, experimental design.

- **Technical Tools**: RStudio, SPSS, NVivo, Zotero, Figma, Adobe XD, Unity, Unreal Engine.

- **Data-Driven Design**: Quantitative analysis, Qualitative analysis, statistical modeling, market research, digital audits, event study methodology.

- **UX/UI Design**: Prototyping, user testing, information architecture, customer journey mapping.

- **Soft Skills**: Collaboration, teamwork, negotiation, written and oral communication, detail-oriented.

PROFESSIONAL EXPERIENCE

Adjunct Associate Professor

Otis College of Art and Design • Los Angeles, California • 2024 to Present

- Designed and delivered a **Math 247** course for game design students, focusing on **Unreal Engine Blueprint visual scripting** and **object-oriented programming (OOP)** concepts.

- Guided students in creating **interactive game prototypes** with dynamic gameplay mechanics, AI enemies, and enhanced character abilities.

- Evaluated student progress through **assignments**, **projects**, and **exams**, ensuring mastery of **prototype development** and **debugging techniques**.

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Adjunct Faculty

University of California Los Angeles • Los Angeles, California • 2019 to Present

- Taught **User Experience I** and **User Experience II**, covering **UX fundamentals**, **design thinking**, and **prototype development** for web, mobile, and gaming platforms.

- Facilitated **hands-on assignments** and **user testing** to help students refine designs and present clickable prototypes.

- Mentored over 200 aspiring UX designers, providing industry insights and practical experience in the **UX design lifecycle**.

Associate Experience Director

Publicis Groupe • El Segundo, California • 2014 to 2018

- Led **UX strategy** and **product development** for clients such as **Honda**, **Acura**, and **Southwest Airlines**, delivering **user-centered designs** that drove $2M+ in project value.

- Conducted **user research** through **surveys**, **focus groups**, and **customer journey mapping** to inform **design decisions** and improve **user experience**.

- Mentored and managed **UX/UI designers**, fostering **creativity** and ensuring high-quality output in an **agile environment**.

- Collaborated with cross-functional teams in **marketing**, **analytics**, and **technology** to deliver **customer journey maps**, **content strategies**, and **foundational UX designs**.

- Proposed $3M+ in additional project opportunities, leveraging **data-driven insights** to enhance **business growth** and **product development**.

Creative Director, UX

Musangi Studios and Aiko Media • Los Angeles, California • 2010 to 2014

- Designed **UX strategies** for clients in **entertainment**, **education**, and **retail**, leveraging **design thinking** and **user testing** to deliver **visually compelling solutions**.

- Delivered **customer research**, **product strategy**, and **digital experience design** for clients in entertainment, retail, and education.

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- Facilitated **stakeholder workshops** and **listening sessions** to align **UX initiatives** with **business goals** and **customer needs**.

- Utilized **Figma**, **Sketch**, and **InVision** to create **interactive prototypes** and **user interfaces** for **web**, **mobile**, and **gaming platforms**.

Experience Design Lead

General Electric (NBC Universal) • Universal City, California • 2005 to 2010

- Realized $2MM in cost savings by implementing a scalable model for **goal-directed design**, incorporating **ethnographic interviews** and **competitive intelligence**.

- Developed **discussion guides** and **survey instruments** to gather **consumer insights** and improve **channel management** strategies.

- Founded the internal **UX design team**, elevating **product management workflows** and driving **strategic IT projects**.

- Conducted **industry research** and **analytics** to inform **product roadmaps** and **business cases**.

EDUCATION

Temple University

Executive Doctorate in Business Administration (eDBA) | May 2024

- Dissertation: *Fintech in a Changing Market and Immersive Web 3.0 World*

  - Conducted **quantitative research** using custom coding in RStudio to interface with stock market data and blockchain APIs/SDKs.

  - Applied **quantitative analysis** to evaluate fintech resilience during global economic shocks and how **fintech** compares to growth of the **blockchain** economy.

  - Conducted **qualitative research** on how growth in digital commerce and the rise of blockchain could impact the **creator economy**.

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Syracuse University

Master of Business Administration (MBA) | Finance, Entrepreneurship, and Emerging Enterprise | December 2021

Claremont Graduate University

Master of Information Systems and Technology | May 2013

The Pennsylvania State University

Bachelor of Science in Information Sciences and Technology | Business Administration | December 2004

AWARDS & HONORS

- **2024:** Member, Beta Gamma Sigma Business Honor Society

- **2022:** Meta Horizons PopJam Award for *Fantasy Island's Nine Isles Golf*

- **2017:** SapientRazorfish Award for business transformation insights and strategic visioning

- **2010:** GE Thought Leader Award for building the UX Design Group

- **2008:** GE Ovation Award for market and domain analysis and HP PPMC implementation

- **2006:** GE Ovation Award for enterprise software requirements training

PUBLICATIONS

- **Dissertation:** Muthui, M. (2024). *Fintech in a Changing Market and Immersive Web 3.0 World* (Order No. 31148520). ProQuest Dissertations & Theses Global. https://www.proquest.com/pqdtglobal/docview/3060388246

- **Conference Paper:** Samuel-Ojo, S., Shimabukuro, D., Chatterjee, S., Muthui, M., et al. (2010). *Meta-analysis of design science research within the IS community: Trends, patterns, and outcomes.* Springer Berlin Heidelberg. https://link.springer.com/chapter/10.1007/978-3-642-13335-0_9