

— PORTFOLIO —

# BERTON RUPOSO

*Mwisha*

USER EXPERIENCE &  
COMMUNICATION DESIGN



[www.bertonrupso.com](http://www.bertonrupso.com)

## About me

I design for clarity and trust in places where both are fragile. For four years, I've worked as a Ux designer and visual communication designer with startups and SMEs mainly in East DRC and Uganda in industries such as transport, Education, Fast-Moving Consumer Goods (FMCG), and community projects turning good ideas into tools and systems people actually use.

I work across English/French/Swahili, low bandwidth, and communities where tech adoption is uneven but an essential assets for sustainable development.

My tools are research, information architecture, plain language, and simple, testable flows. When clarity improves, adoption rises, errors fall, and teams perform better while meeting the real needs of the market.

4+

Years of  
Experience

1st

Class in BBA  
and Marketing

+10

Cross-border projects  
in English & French  
Markets

Context

Low bandwidth, mixed  
literacy, Communities  
with basic tech

Typical lift

+20–30% task completion,  
–15–25% errors, faster  
time-to-decision

Focus

Information architecture,  
microcopy, trust & safety  
cues, bilingual UX

# TwendeDrive: Safe Mobility UX for a High-Risk City

📅 July 2024    📍 Goma, DR Congo

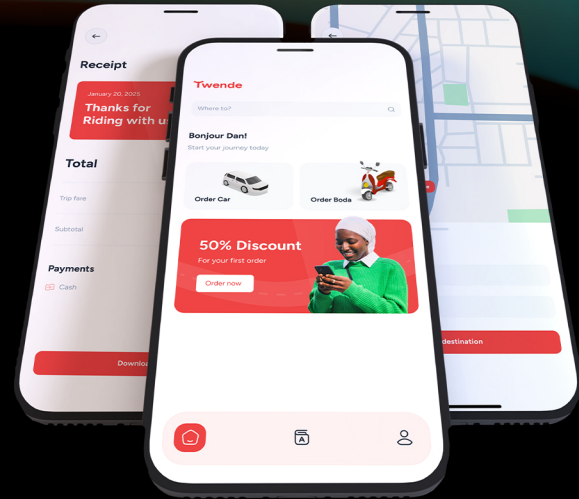
HumanCenteredDesign

InclusiveDesign

UI-UX Design

UXResearch

Startup



## Context

Goma, in eastern Congo, is a city where every trip carries risk. Once the sun sets, roads empty. Riders take motorcycles from strangers, fares spike when it rains, and most transport happens without any form of identity, accountability, or trace. Movement here isn't about convenience—it's about survival. TwendeDrive was imagined as a solution that could bring trust, transparency, and safety to everyday mobility.

## Problem

The founding team initially wanted to “build an Uber for Goma.” They focused on monetization and features before understanding the actual pain: fear and uncertainty. Riders didn’t trust drivers. Women avoided night rides due to safety threats. Passengers had no proof if something went wrong, and no control over fluctuating prices. Without addressing trust and fairness, no amount of technology would make people adopt the service.

## Problem

As a design and marketing strategist, I joined to challenge the copy-paste mindset and reframe the product. My role was to turn Twende from a “ride-hailing app idea” into a safety-first mobility platform designed for the real fears of Goma’s riders:

- Kidnapping or disappearance during rides
- Sudden overpricing during rain or emergencies
- No visible proof of who’s driving or tracking a trip

I led the user research, structured findings into themes, and worked with developers to translate them into UX priorities: safety, traceability, and fairness.



## Process

I started with field interviews and small-group conversations with riders, students, shopkeepers, and women who commute before sunrise or after dark. I didn't ask about "features." I asked, "What makes you trust someone enough to get on their bike?"

Key themes repeated:

- "I want to know who's driving me."
- "I want to see the price before I move."
- "I want someone to see where I am if anything happens."

Those three statements became the north star of the user experience.

## Core UX Decisions I Drove

### 1. Verified Driver Identity

Every driver has a visible profile with name, photo, and verification badge.

Riders see exactly who is driving them.

→ Trust starts with identity, not interface.

### 2. Upfront Fixed Pricing

Fares are known before the trip and remain stable, even when it rains.

→ Price predictability equals dignity.

### 3. Live Trip Sharing

Riders can share their live trip with a friend or relative.

→ Safety becomes social not just technical.

### 4. Panic/Emergency Button

A single tap triggers alerts to Twende support and chosen contacts.

→ A human safety net built into the interface.

TwendeDrive isn't just "an Uber for Goma"  
it's UX built around fear, fairness, and dignity.  
Verified identity. Fixed pricing. Live trip sharing.

## ! LE PROBLEME

\*Source: Department de Recherche et Innovation TWEND Sarl



85%

des déplacements au Congo se font via des taxis chers ou des motos-taxis jugés risqués, faute d'alternative structurée.



65%

des incidents criminels nocturnes et Kidnapping impliquent des moyens de transport informels



3/4

femmes, en particulier, se sentent vulnérables et préfèrent marcher ou éviter de se déplacer après 18h

## ANALYSE DE LA CONCURRENCE

| CRITÈRES              | Twende                                       | MOTO TRADITIONNELS                    | TAXIS CLASSIQUES                         |
|-----------------------|----------------------------------------------|---------------------------------------|------------------------------------------|
| TYPE DE VEHICULES     | Motos & Voitures                             | Motos uniquement                      | Voitures uniquement                      |
| SÉCURITÉ              | ✓ Bouton SOS, suivi GPS, Chauffeurs vérifiés | ✗ Aucune vérification des conducteurs | ✗ Pas de suivi ni contrôle               |
| OPTIONS DE PAIEMENT   | ✓ Mobile Money, Cash, Carte bancaire         | ✗ Cash uniquement                     | ✗ Cash uniquement                        |
| ACCESSIBILITÉ         | ✓ Réservation via App & via Code USSD        | ✓ Disponible mais sans digitalisation | ✓ Possible à trouver, pas de réservation |
| TARIFICATION          | ✓ Transparente & fixe                        | ✗ Aléatoire et négociée               | ✗ Variables selon l'humeur du chauffeur  |
| SERVICES ADDITIONNELS | ✓ Livraisons, Trajets Professionnels         | ✗ Juste du transport                  | ✗ Juste du transport                     |

## What's Next

The upcoming phase focuses on usability testing under stress:

- Can a new user find “Share Trip” within 5 seconds?
- Can they verify fare and driver ID within 10 seconds?

If not, the system still fails the trust test.

The next iteration will measure time-to-decision, error rate, and completion rate in real conditions such as low light, low bandwidth, and real fear.

## Why It Matters

TwendeDrive isn't just “tech for Africa.” It's interaction design for cities where safety, not convenience is the barrier to adoption. This is UX work that translates fear into function, and uncertainty into control.

**Visualize more** on [www.twende-drive.com](http://www.twende-drive.com)

# QuickTask App Conceptual UI Design

Youth Empowerment

Gig Economy

UI Design

UX Design

Startup



A prototype UI that turned an unemployment challenge into a tangible concept supporting QuickTask during incubation and pitching.



**My Roles**

UI Designer  
(conceptual prototype)  
Logo Designer  
Brand Researcher



**Scope**

Onboarding,  
Skill profiles,  
task flows



## Context

**QuickTask** is a student-founded idea incubated at Uganda Christian University with support from StartHub Africa. Their bold vision is: give people who lack formal jobs or academic titles a way to earn income directly from their skills. Whether fixing, tutoring, designing, or providing services, QuickTask aimed to connect skills with demand in a simple mobile app. The founders invited me to design the conceptual UI to demonstrate the app's potential during their incubation and pitch rounds.

## Problem

In many markets, unemployment forces skilled people into invisibility because formal systems demand degrees and CVs. At the same time, households and businesses are searching for services every day. QuickTask wanted to prove that a CV shouldn't stand between hunger and opportunity. But without a clear UI, their idea risked remaining abstract and unconvincing.

Two core problems block both sides:

1. Skilled workers can't show ability without a degree or formal CV.
2. Clients don't know who to trust, what it will cost, or how fast they can get help.

If you don't solve trust, transparency, and speed to agreement, the marketplace never activates.

This is not a “nice app idea.” It's employment access.

## My Role

I joined as the product communication and UX concept designer. My job was to turn QuickTask from “an app we want to build” into something you can hold in your hand and understand in under 20 seconds. I mapped the basic journeys: How does someone with a skill get work. How does a client find help they trust. I designed the core mobile screens in Figma, defined what information shows up first, and shaped the flow so that people with no formal job history could still look credible. I also prepared pitch ready visuals so the founders could walk into incubation with more than talk. They could walk in with a product story.

## USER INSIGHT

Before drawing anything, we listened. We spoke with students, casual workers, and households who hire help for daily tasks. I was not asking do you like this color. I was asking what do you need to see before you agree to work or hire. The answers repeated with almost no variation. People wanted to know four things up front. What is the job. How much is the pay. How far is it from me. Is this safe or legit. That is the real acceptance barrier. If the product cannot answer those four questions fast, no one will use it. So that became the requirement for the interface. Not style. Not trend. Clarity in under fifteen seconds for both sides.

## CORE UX DECISIONS

The first decision was the task list. Each job card shows the task, the pay rate, the distance, and the timing before you even tap. A cleaner at campus housing can see “evening cleaning shift, 30,000 UGX, 1.4 km away, today” right away. This saves time and builds trust. Workers do not want to open five mystery listings only to find out the pay is insulting.

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The second decision was the worker profile. In our context most talented people do not have formal CVs and many have never worked for a registered company. If we design the profile like LinkedIn, they lose. So the profile highlights skills and completed tasks, not degrees. You see “12 successful repairs,” “5 star feedback on responsiveness,” and sample photos of work. Ability over paperwork. Proof over title. This protects people who can deliver value but were never given a formal chance.

The third decision was the booking flow. The confirm screen summarizes all terms in one place before either side commits. The job, the price, the location, the preferred time, and how to reach each other. One clear call to confirm. No hidden cost revealed later. No vague “we’ll talk when you arrive.” This matters because both sides are scared of being played. The client wants to know the person will actually show up. The worker wants to know they will actually get paid.

The fourth decision was onboarding. We kept the first step extremely light. You enter your name, what you can do, and where you are based. That is enough to start browsing or posting work. We did not ask for formal ID scans, tax numbers, or long forms before you can even see the inside of the product. If onboarding feels like a job application, most first time earners will quit. We needed access first, compliance later.



## Solution

I created a conceptual prototype UI that brought QuickTask's vision to life:

- Onboarding flow for fast user access.
- Skill profiles highlighting ability over credentials.
- Task posting and booking flows connecting supply and demand instantly.
- A clean, minimal design system (typography, colors, icons) showing the app as professional and scalable.

This concept made the idea easier to communicate and believable as a product in development.

## Process highlights



### Briefing

Consulted founders on their gig-economy vision.



### Wireframes

Sketched flows for task posting, searching, and booking.



### UI Design

Built mobile layouts in Figma with simplicity and usability.

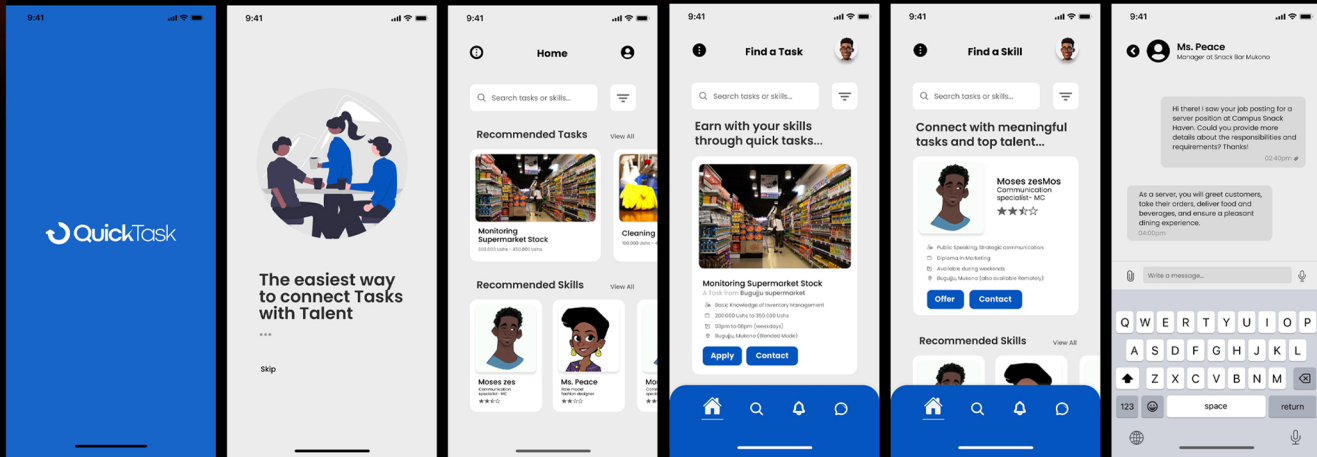


### Mockups

Packaged into pitch-ready smartphone visuals.

# Visuals gallery

\*some visuals elements under this category



## WHAT I WOULD TEST NEXT

The next step is usability testing in the real conditions our users live in. I would measure whether a first time user can claim a task in under fifteen seconds on a low end Android phone with weak internet. I would also test if a client feels safe enough to confirm a worker without calling a cousin to double check. Those two signals tell me if trust is built into the interface or if we are still expecting social backup to do the real work. If either of those steps is slow, confusing, or scary, the product is not solving unemployment. It is just adding another app. The bar is simple. Can this screen help someone earn today with dignity. If yes, it is doing its job. If not, the design is not finished.

# The Future of Congo Academy Brand Identity System

Brand Identity

Education

Social Impact

Marketing Assets

A professional visual brand identity kit that raised credibility  
with donors, built trust with families, and gave children a  
sense of dignity in their education.

📅 August 2025

📍 DR Congo



## My Roles

Creative Direction  
Brand Identity Design  
Marketing Assets Design



## Scope

Logo system  
Brand Guideline  
Stationery

Pull-up banners  
Typefaces  
Templates

## Context

**The Future of Congo** is a youth-led initiative championing communities across the DRC, sharing reliable updates, mobilizing support to support and impact the Congolese community. In 2025, they launched The Future of Congo Academy, a new primary school (Grades 1–6) offering literacy, numeracy, and critical thinking to children in displacement camps around Goma and precisely Mugunga. The school was built not only as a place of learning but as a safe space where parents know their children are protected and where kids can dream of a better future.

## Problem

In a conflict zone, a school without a strong identity risks looking fragile and temporary. Parents struggle to recognize it, donors hesitate to fund it, and children feel they are receiving second-class education. Without a professional brand system, the Academy's mission, breaking cycles of poverty and violence through knowledge would be weakened from the start.



## What I did

- Designed a modular shield logo with layered symbolism:
  - Book = Knowledge
  - Child = Hope and future leaders
  - Arcs = Knowledge spreading as light and impact
  - Solid block = Stability
  - Shield = Safety and protection
- Built a visual identity system: warm and hopeful colors balanced with professional, trustworthy tones; approachable typefaces for children yet serious for an institution.
- Authored a brand guideline PDF explaining concept, symbolism, and usage rules.
- Created marketing and branded assets: pull-up banner, business cards, headed paper, uniforms, stationery, and certificates.
- Packaged deliverables in multiple formats with editable templates and brand fonts.

## Process highlights



### Discovery

Reviewed the Academy's mission and extracted key values: safety, hope, stability, knowledge.



### Exploration

Sketched and tested shield-based visual metaphors.



### Refinement

Balanced child-friendly warmth with institutional credibility.



### System Build

Created palette, typography, and consistent brand rules.



### Application

Deployed the identity across uniforms, stationery, and banners.



### Delivery

Packaged logos, guidelines, templates, and assets in a ready-to-use kit.

“

The Academy did not just “look better.” It became recognizable, accountable, and easier to defend. That is user experience in the physical world: trust, clarity, and speed to recognition.



## Outcome

- A visible, professional brand that makes the Academy recognizable in a chaotic environment.
- Greater trust from parents and credibility with donors and other stakeholders.
- Children now wear uniforms and use stationery that give them pride and dignity in their education.
- The Academy launched with a full toolkit, ensuring consistency and a clean brand visibility.

## Deliverables

- Logos in AI, PDF, PNG, JPG, SVG formats
- Brand guideline (PDF)
- Brand Accessories, pattern, fonts package
- Marketing assets: business cards, headed paper, pull-up banner, uniforms, stationery
- Editable templates + packaged folder

## Credits

Yoo360 & The Future of Congo (youth-led Non profit organization)



# Avittal Marketing Assets Designs

Brand Identity

Beverage

Campaign Design

Marketing Assets

From slowing sales to premium presence: branded assets that helped Avittal stabilize in Goma, grow into Bukavu, and expand its product portfolio.

📅 July 2024

📍 Goma, DR Congo



## My Roles

Lead Designer  
Brand Assets Design  
Moodboarding



## Scope

Billboard Designs  
Flyers & Brochures  
Truck and Merchandise

## Context

**Avittal** is a water company operating in Congo with the ambition to stand alongside the world's leading beverage brands like Rwenzori, Fiji, and Coca-Cola. Their products were strong, but in early 2025, their brand presence in Goma wasn't reflecting their premium ambition. At the same time, the region was going through instability that threatened businesses across the city. While many competitors struggled, Avittal wanted to prove resilience and project the image of a serious, enduring water brand ready for growth.

## Problem

Avittal aimed to be recognized as a premium global-standard water brand. Yet in Goma, their physical brand presence wasn't consistently communicating that ambition. Sales slowed, visibility weakened, and the brand needed sharper marketing assets to signal stability, quality, and readiness for expansion.

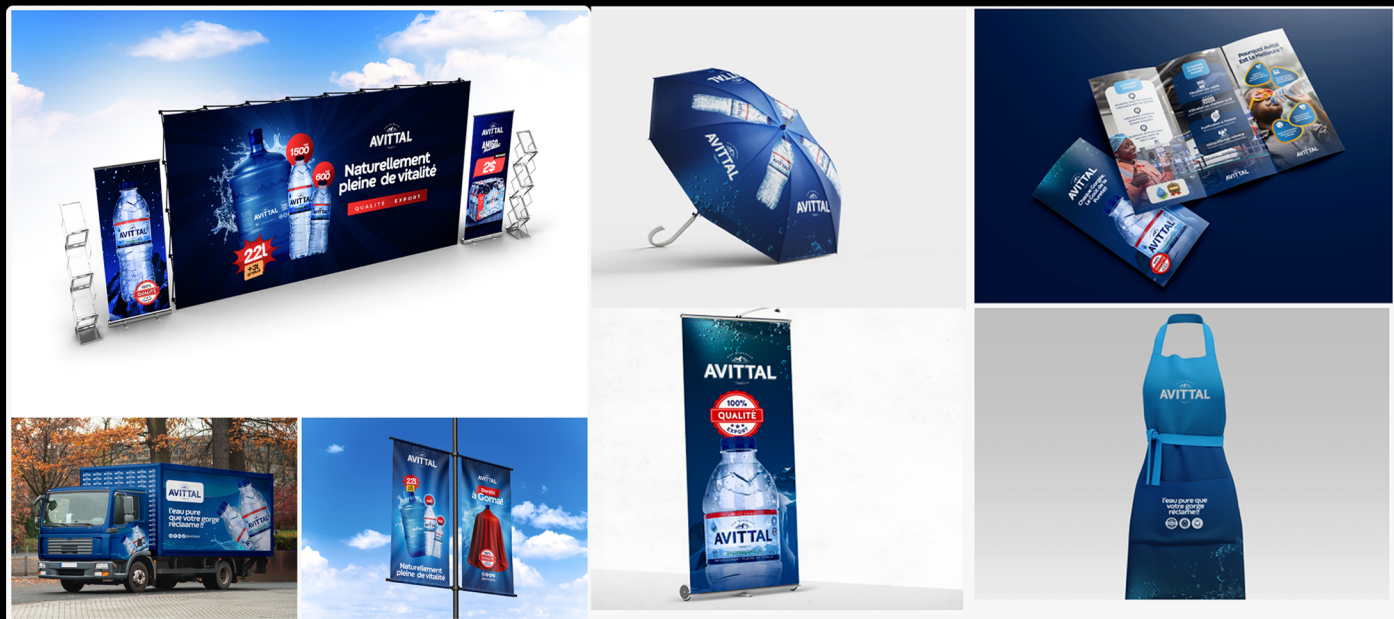
## What I did

- I designed a full suite of branded assets, delivery trucks, pull-up banners, tear drops, umbrellas, uniforms, stands, and merchandise that unified Avittal's identity across every touchpoint.
- To ground the design decisions, I traveled to Goma to directly observe how competing brands were positioned in the market. This research informed the creative direction, ensuring Avittal's new identity stood out as premium and trustworthy. The result was a system of assets that projected resilience, consistency, and the polish of an international water brand.



“

This project shows that visual systems are not just decoration. They control how seriously the market treats you. And in a fragile economy, that can be the difference between shrinking and expanding.



## Outcome

- Avittal stabilized sales in Goma during a period of regional instability.
- Expanded operations into Bukavu within six months.
- Added two new products to its portfolio (22L gallon and 1.5L bottle).
- Shifted its market image from fragmented to premium, consistent, and competitive with global brands.

## Deliverables

- Delivery truck branding
- Pull-up banners and tear drops
- Event stands and umbrellas
- Illustrative models and mockups
- Print-ready files + mockups for all marketing assets

## Process highlights



### Discovery

studied competitor presence and gaps in brand positioning.



### Exploration

reviewed Avittal's existing identity and marketing performance.



### Refinement

explored global beverage cues adapted to Avittal's vision.



### System Build

Produced Campaign kit (sizes, templates) and other brand assets



### Application

applied the refreshed Designs to high-impact assets: trucks, banners, and merchandise.



### Delivery

Maintain consistency in delivery of print-ready files and mockups for production.

# THANK YOU FOR VIEWING

To explore my Research project and Insight about  
The The Impact of Branding on SME Success

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