

Aurelio Chelestino Mofuga

aureliochelestino@gmail.com ✉

Growth-focused fintech & financial services specialist catalyzing business development, nurturing partnerships, and leading product development initiatives across a spectrum of clients – from unbanked smallholder farmers and SMEs to development agencies and corporations.

+255 759 060 408 📞

Dar es Salaam, Tanzania 📍

[Aurelio Mofuga](#) in

[Portfolio](#) 📁

EDUCATION

The African Leadership University

Kigali, Rwanda

Bachelor of Arts, Hons. International Business and Trade

April 2022

- Graduated with Second Class Honours, Upper Division (GPA: 3.96/5.0)

WORK EXPERIENCE

The Daladala Verse

Dar es Salaam, Tanzania

Artist in Residency and Creative Director

April 2024 - October 2024

Daladala Verse is an storytelling initiative that leverages immersive storytelling and technologies like Documentary, AR, VR and Projection Mapping to transform public places and monuments into digital interactive artworks that narrate Tanzanian stories and spur dialogue across various matters.

- Conceptualized the project idea and provided creative direction to a team of 8 creatives to develop 3 artwork deliverables comprised of AR and VR experience, and 2D documentary regarding daladala, Tanzania's rideshare buses and their role in spurring dialogue and economic inclusion among Tanzanians.
- Directed and narrated the Daladala 2D documentary, Virtual Reality and Augmented Reality to tell the story about Tanzania's rich public transport leveraging immersive technologies at its core.
- Managed the project from start to finishing, with close supervision in key areas and activities such as finance, production and reporting to parties comprised of EU donor consortium and residency host, providing consistent reporting for the 35,000 EURO received as a grant for carrying out the artwork development.
- Exhibited the artwork across various local and international exhibitions such as ARS Electronica in Linz, Austria, S+T+ARTS4Africa in Senegal, Humboldt Forum in Berlin, Germany and CDEA and ONA Stories in Tanzania.

Umoja Labs Group Corp

Delaware, USA

Growth Analyst

April 2024 - Present

Umoja is an asset management protocol that uses 'smartcoins' to automate money, enabling money itself to autonomously minimize risk and optimize returns.

- Managed Umoja web3 community comprised of X, Telegram, and Discord to provide regular product updates and content and providing technical support for product to our users such as troubleshooting through social media tools and Intercom.
- Led product documentation github for both internal and external use cases, covering technical information, visual storytelling and designs for both technical and user-centered content on social media platforms.
- Led Umoja marketing and community efforts ahead of the UMJA token launch, providing crucial support for Airdrop campaign, IDO and TGE events through recruiting and managing KOLs and leading events such as AMAs and streams on platforms such as X, Discord and Telegram.
- Led business and partnerships development targeting partners such as Market Maker, Investors, Launchpads, CEX and DEX in the quest to launch the UMJA token.
- Supported Seed Fund fundraising effort targeting venture capital. private equity and crowdfunding platforms that resulted in over 1.5 USD Million raised through token presale and private equity.

Umoja Labs Group Corp

Delaware, USA

Business Development Associate

July 2021 - April 2024

Umoja is an asset management protocol that uses 'smartcoins' to automate money, enabling money itself to autonomously minimize risk and optimize returns.

- Led the integration of Sales and Marketing automation tools into our sales cycle leveraging tools like Apollo Database, Hubspot and Salesforce CRM, LinkedIn Navigator and internally developed tools for cold email,

LinkedIn automation and sales process tracking resulting in increased prospective engagement and closing through automation of manual processes.

- Executing sales and business development strategies to acquire new customers for Umoja Pay SaaS product and Umoja Hedge product for institutional and retail investors leveraging LinkedIn outreach, cold emails and calls, and events exhibition.
- Spearheaded business development initiatives across Nigeria, Kenya and Tanzania targeting innovative companies and impact investors (institutional, Web3 native investors, DAO and Development partners) to finance companies working with SME and smallholder farmers that were seeking to raise over USD 20 million in debt through Umoja's DeFi credit investing platform.
- Led the design and development of a crypto-based smallholder farmer input financing product accessible using a USSD wallet from field research, user stories to final product piloted in Tanzania by 200 farmers and ten agro-dealers in 2022.
- Led the world's first blockchain-based for humanitarian aid delivery pilots in Kenya, Haiti, Tanzania, Ecuador and Vanuatu, which delivered assistance to vulnerable households and aimed at validating the significance of blockchain technology in the humanitarian and development sector.

MELD

Crypto Investment Analyst

Vilnius, Lithuania

November 2023 - May 2024

MELD is a non-custodial DeFi protocol for web3 finance, providing cross-chain lending, borrowing and staking on the MELD blockchain supporting the six leading blockchains as well as integrated fiat banking services through MELD Finance.

- Writing product and technical copies for the website, mobile app, investor and community updates collaborating with marketing, product and community management team.
- Led crypto and web-3 wide investment research comprised of the overall market, fundamentals and technical analysis to identify crypto and token projects that MELD included in its treasury and offered for investment on the MELD Neobank App.
- Led the GTM and market expansion across LATAM, Africa and ASIA regions by leading market research and competitive analysis and partnerships with entities such as Market Makers, On/Off ramp, exchanges and Payment Gateway providers.
- Setting up interest rate on the avalanche subnets and monitoring key metrics of the lending and borrowing protocol, AMM, DEX and MELD blockchain app.
- Conducted on-chain analysis of the MELD an ERC-20 token on Ethereum, AVAX, and ADA blockchains providing fundamental insights on the volumes of trades, market condition and overall growth.

Ona Stories & National Museum of Tanzania

Learning Experience Designer and Facilitator - [AncestAR Project](#)

Dar es Salaam, Tanzania

May 2023 - October 2023

AncestAR project seeks to digitise African cultures that are becoming extinct leveraging Augmented Reality technology (Instagram Filters) that enables interactivity with digital artifacts of the Makonde tribe.

- Led the design of the curriculum for training ten Tanzanian creatives about the Augmented Reality technology and how to develop Instagram filters to represent various components of the Makonde tribe such as body scarification art, carvings and music.
- Supervised the design of four Instagram effects (attached above) from ideation, prototyping, development to deployment on Instagram. During this process the creatives leveraged tools such as Meta's LMS that hosts the learning resources and Spark AR platform for development and publishing of the effects.
- Assessed the learning progress of the creatives and provided support through office hours, dedicated hackathon and providing feedback on the various artworks produced by creatives that incorporate augmented reality technology.
- Produced digital content for learning that included presentation slides, learning experiential games, ice breakers, quizzes and various challenges for aiding the learning process.

Center for Private Enterprises (CIPE)

Research Fellow

Washington, USA

August 2022 - December 2022

CIPE is an affiliate of the U.S. Chamber of Commerce and the only institution in the world that works to support democracy and strengthen the private sector.

- Led a research study from design to reporting writing that explored the remote work landscape in East Africa as part of the Young Leaders Fellowship program.
- Conducted stakeholder consultation to gather insights and present findings of the research study at the Global Youth Leadership Conference in December 2022.
- Liaising with CIPE project manager concerning various crucial components of the projects such as budget, methodology, progress and findings of the study.

Vatel Rwanda Limited

Kigali, Rwanda

Business Analyst

April 2021 - August 2021

Vatel is the leading global hospitality business training institution generating educating operational managers and senior executives in the International Hospitality and Tourism Management industry.

- Analyzed various company products and service performance and developed financial models that forecasted company performance based on global and local macroeconomic and hospitality industry trends.
- Worked with internal departments to collect and analyze data enabling the decision-making and strategy formulation process leveraging the insights of business performance, customers and market insights which enabled Vatel Rwanda to thrive and compete with other hospitality industry players.

Space in Africa

Lagos, Nigeria

African Space Industry Analyst

April 2021 - July 2021

Space in Africa is a media, analytics and consulting company focusing on the African space and satellite industry.

- Advised governments and commercial clients on the prospects of the African space and satellite sector and its opportunities and how to tap into various opportunities for manufacturing and launching national space programs.
- Participated in developing the Africa space strategy under the auspices of the African Union's Agenda 2063 initiative, which encompassed a unified approach to space exploration pioneered by the African Union Commission for science and technology..
- Co-authored African and global space industry reports that featured industry funding, technology trends and key stakeholders adopted by global space companies as the most trusted source of African space industry news.

Keza Education Future Lab (KEFL)

Kigali, Rwanda

STEM Instructor and Learning Content Designer

April 2019 - July 2021

KEFL is a learning platform that powers kids 3 to 14 to become future innovators using technology such as robotics, and STEAM learning.

- Designed a STEAM program that introduced over 250 Rwandan children to emerging technologies like AI, IoT, Blockchain, AR/VR, and robotics, increasing the number of students aspiring for STEM careers.
- Supervised and led the facilitation of training sessions leveraging materials such as digital learning management systems, physical learning aids and hardware for experiential learning, enabling children to learn by example, thus grasping various concepts quickly.
- Implemented data-driven assessments to assess learner's progress and refine the curriculum based on feedback and results of evaluations. This helped tailor the learning experience to learner's needs, achieving a higher program success rate, leading to program expansion and reaching over 1,000 children across the country.

Africa Insight Advisors

Dar es Salaam, Tanzania

Consulting and Investment Analyst

June 2020 - January 2021

AIA's management consulting and investment services help to reduce the steep learning curve foreign companies face when first entering East Africa.

- Prepared investment memorandum and financial models that enabled an airline to obtain \$3 million in funding to finance its three-year growth strategy and recovery from the adverse effects of the Covid-19 pandemic on the tourism sector.
- Co-led a holistic industry, market, competition and technological landscape analysis that enabled an Internet of Things company to expand its franchise model into three new African markets.

- Conducted a feasibility study that enabled the roll-out of a securitisation program in 5 African countries, allowing nearly 6 million households to thrive through agricultural loans from microfinance institutions amidst the Covid-19 pandemic.

PERSONAL PROJECTS

Kipepeo AR Edutainment Tanzania

Dar es Salaam,

Founder and Product Lead

September 2019 - Present

Kipepeo is an early childhood learning app that leverages augmented reality technology and games to enable children to learn interactively.

- Led the product's design from research and problem identification, UX and UI design and prototyping, translating various business needs into product features leveraging Figma, AdobeXD, Jira and Github.
- Developed an Android and iOS app leveraging the Unity game engine, android studio, and 3D modelling software.
- Launched an android app on Playstore and led the holistic marketing strategy to acquire initial users and establish partnerships with potential clients such as schools and NGOs.

AfyaChats AI Mobile App

Dar es Salaam, Tanzania

Founder and Product Lead

March 2020 - Present

AfyaChats uses an AI-powered app to enable patients to get diagnosed and receive emergency medical support from doctors and hospitals.

- Trained an artificial intelligence model that diagnoses patients, enabled Covid-19 case tracking and provided healthcare support to patients leveraging an android app developed using Flutter and deployed as an android app accessible on PlayStore.
- Setting annual goals and translating them into product features leveraging tools such as user research, prototype and software development tools.
- Secured partnerships with private and public clinics, enabling patients to book appointments with clinics and doctors, thus saving them time and shortening the time taken to access medical services for patients.

SKILLS

- Languages: English - Fluent, Swahili - Native
- Technologies: AR and VR, Artificial Intelligence, Fintech, Telemedicine, Internet of Things, Space and Satellite.
- Data Analysis: Google Sheet, Google Analytics, Tableau, Big Query, SQL
- Software: Microsoft Office, G-Suite, Figma, Android Studio, Unity 3D, Notion, Slack, Salesforce CRM, Hubspot

REFERENCES

Sawyer Levy

Title: Head of Business Development
Company: Umoja Labs
Relationship: Immediate Supervisor

Contacts

Email: sawyer.levy@me.com

Phone: +1 (818) 219-0417

Maria-Elena Pina Vargas

Title: Product Lead
Company: Umoja Labs
Relationship: Immediate Supervisor

Contacts

Email: mariaelenapinavargas@gmail.com

Phone: +(58) 4242024405

Princely Glorious

Title: Co-Founder & CEO
Company: OnaStories Group
Relationship: Immediate Supervisor

Contacts

Email: princely@onastories.com

Phone: +255 753 461 562