

# SAREL N SIBUYI

UX|UI DESIGNER

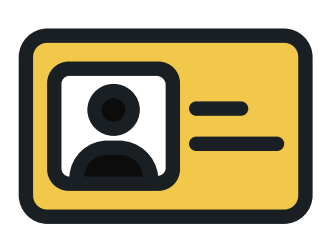


*“I’m not just another creative”*

## Who am I?

Hi my name is Sarel N Sibuyi. I am a multidisciplinary (multimedia) designer specialising in user experience design (UXD) and user interaction design (IXD) based in Johannesburg.

Welcome to my CV.



Identity Document Number  
9701045498080



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hiuwie.sibuyi@gmail.com



Phone Number  
076 720 9002



Portfolio website  
<https://sarelsibuyi.netlify.app/>

# Education & Qualifications

## Tertiary

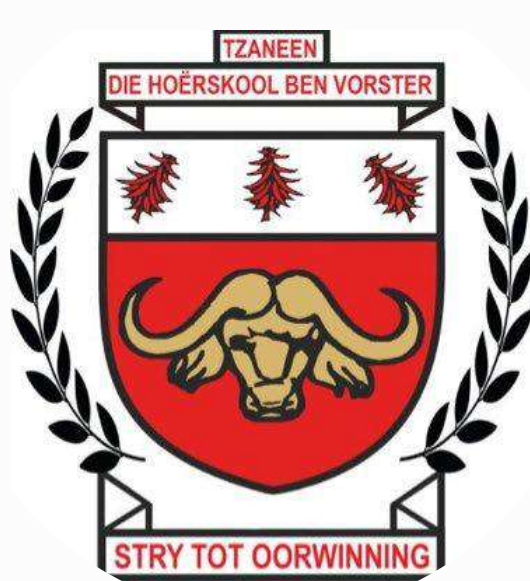
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**HONOURS IN DESIGN  
(DIGITAL MEDIA  
DESIGN) OBTAINED 2019**



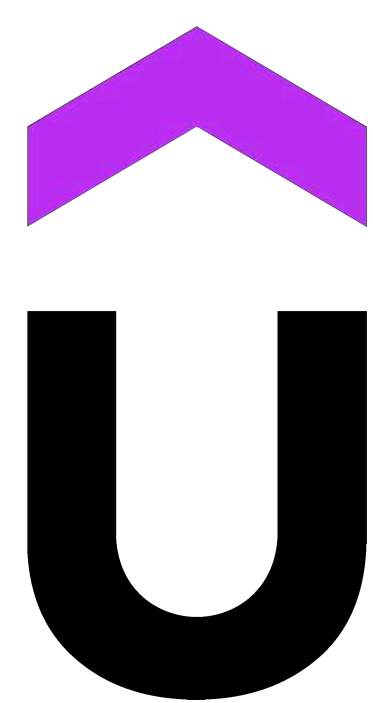
**BA DIGITAL MEDIA DESIGN  
DEGREE OBTAINED 2018**



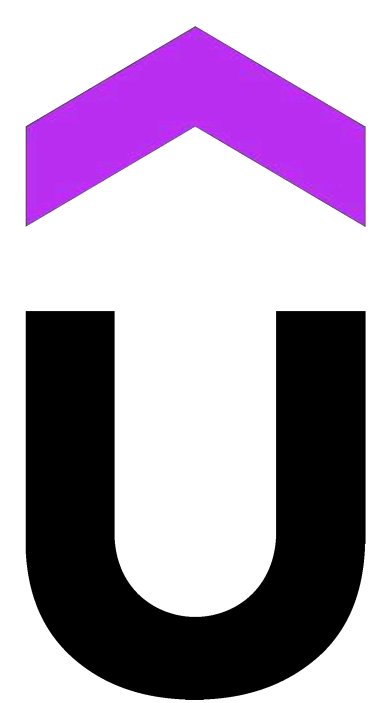
**MATRICULATED FROM  
HOËRSKOOLO BEN VORSTER  
TZANEEN IN 2015**

## Other certifications

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**OBTAINED A UDEMY  
CERTIFICATE FOR “THE  
ULTIMATE AGILE LEADER  
CERTIFICATION TRAINING”  
IN 2025**



**OBTAINED A UDEMY  
CERTIFICATE FOR “THE  
PROJECT MANAGEMENT  
COURSE: BEGINNER TO  
PROJECT MANAGER”  
IN 2025**



**OBTAINED A MICROSOFT  
CERTIFIED CERTIFICATE  
FOR AZURE  
FUNDAMENTALS IN 2019**

## Languages I speak & understand

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English

Xitsonga

Sepedi

Afrikaans

## Work experience

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*As a UX/UI designer, I have a strong track record of delivering both customer- and colleague-facing digital solutions across platforms such as mobile apps, web apps, authenticated portals, and Salesforce. My work combines a deep understanding of design thinking, user testing, rapid prototyping, and wireframing with a focus on business alignment and user-centered experiences.*

### Product and Platform Experience:

I have worked across a diverse range of digital products and platforms, including:

- **Mobile Banking App:** Designed UI components and contributed to secure two-factor authentication flows.
- **Home Loans:** Built colleague-facing front-end workspaces to streamline customer servicing; contributed to Nucleus, a design operations initiative to improve UX delivery standards.
- **Salesforce (Current Role):**
  - Embedded in the Core Team, driving improvements in ways of working, sign-off processes, and overall design efficiency.
  - Successfully expanded the sign-off team from one to three reviewers, easing bottlenecks through research-led process improvements.
  - Supporting designer enablement by creating standardized Figma workflows, promoting consistent design practices, and championing a more efficient design-review process (e.g., structured booking systems for feedback sessions).
  - Exploring the future of Salesforce UX tooling, including potential shifts from Figma to Financial Services Cloud (FSC).
  - Actively working to bridge gaps between designers and process engineers, contributing to scorecard metrics and team operations.



- **.co.za (Relationship & Business Banking):** Designed for authenticated user journeys requiring secure access.
- **Digital Sales Platform (DSP):** Crafted seamless onboarding and digital product sales experiences.
- **Connected Banking:** Supported connected customer journeys across multiple banking touchpoints.
- **Stock Broking Platform:** Helped design trading interfaces akin to EasyEquities for portfolio management.
- **EPS Product Prototyping:** Built prototypes for internal tools, demonstrating agility and speed in early-stage design.

*My design practice is rooted in balancing user needs, technical feasibility, and business goals -with growing leadership in shaping team culture, cross-functional collaboration, and long-term UX strategy.*



Currently a full time employee at ABSA Group Limited as a UX/UI Designer  
(Feb 2020 - to date )



Did an internship at AccTech Systems under Microsoft in training of Azure Developer  
(Oct 2019 – Jan 2020)

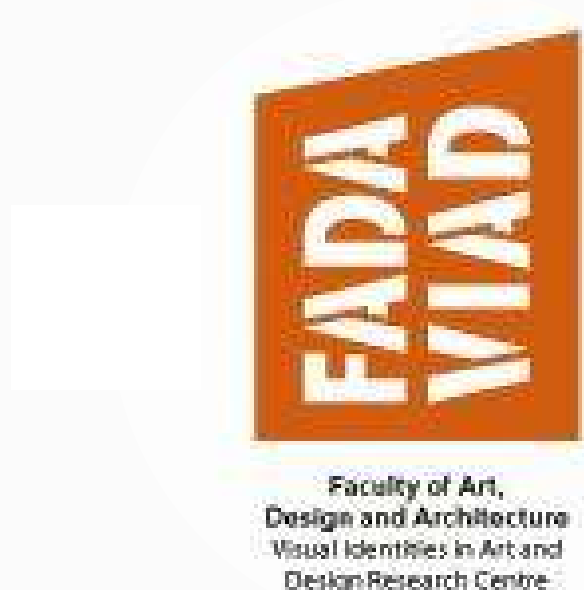


Was part of the FNB iDigi-Tech winter school graduate programme internship  
(2019)



Did a holiday internship at Standard Bank's UX/UI department  
(2018)

## Other experiences



I was part of the 3rd year **Research and Design teams** for UJ Faculty of Art design and Architecture in 2018 I was part of the UJ FADA 2nd year design team for a theatre play called **African Gothic** in 2017



I volunteered to work at Hoedspruit spar for stock front facing (2014)

# Skills

## Social skills

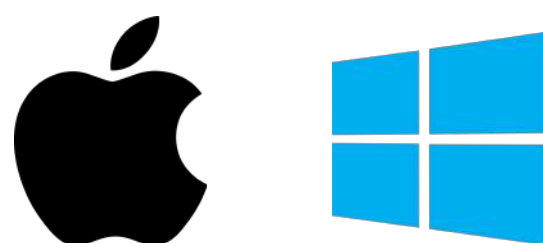


**(Personality trait = INTJ)**  
I am an introvert however I work well in teams. I know how to handle criticism and I am always open to learning new things, new people and ways of work.

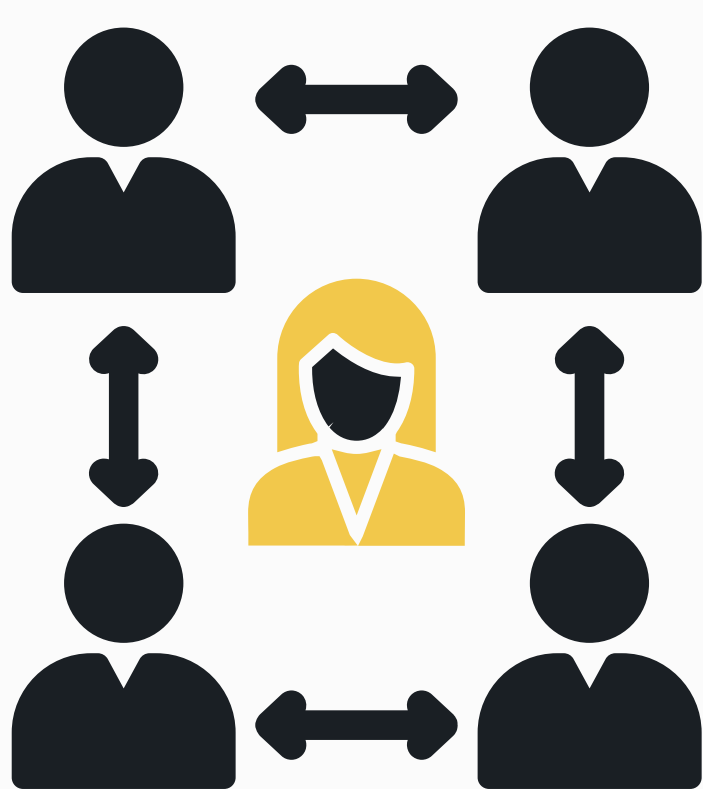
## Environmental skills



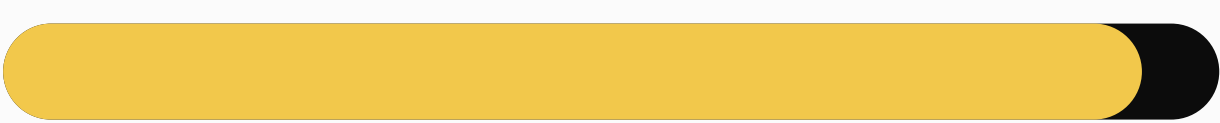
I work comfortably with the adobe cc suite. I adapt quickly to different working environments and programs. I am agile when doing design work.  
I am both Mac and PC proficient



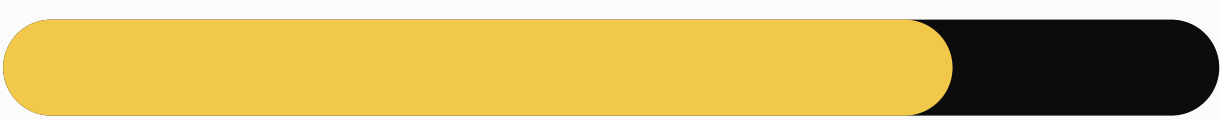
## Soft skills



**Communication**



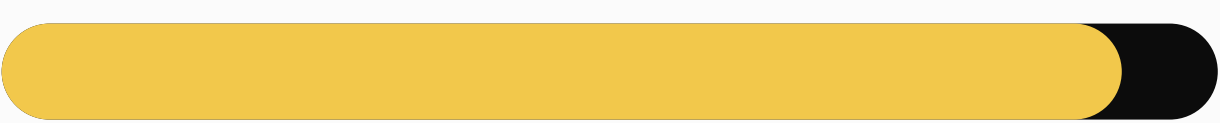
**Creativity**



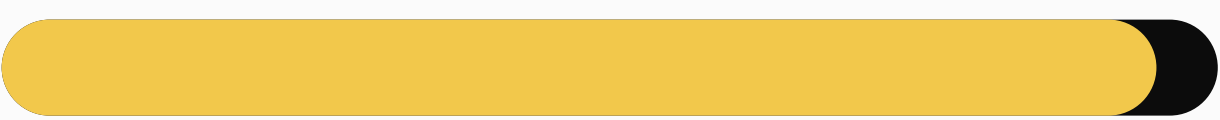
**Problem-solving**



**Empathy/Curiosity**



**Attention to detail**



**Time management**



**Collaboration**

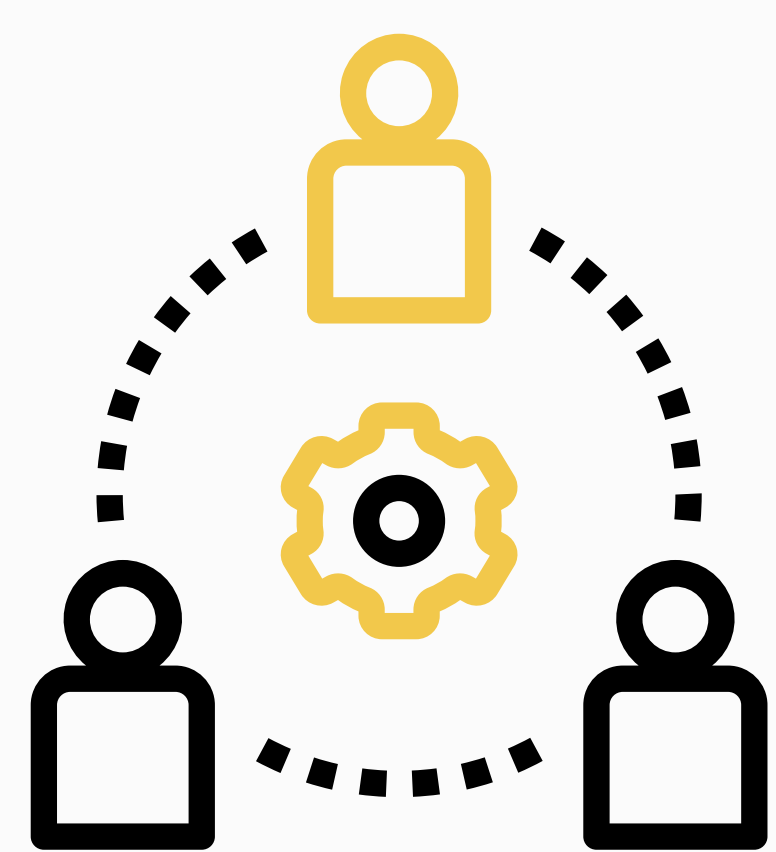


**Adaptability**





# Applied skills



Research



Information architecture



Wire-framing/prototyping



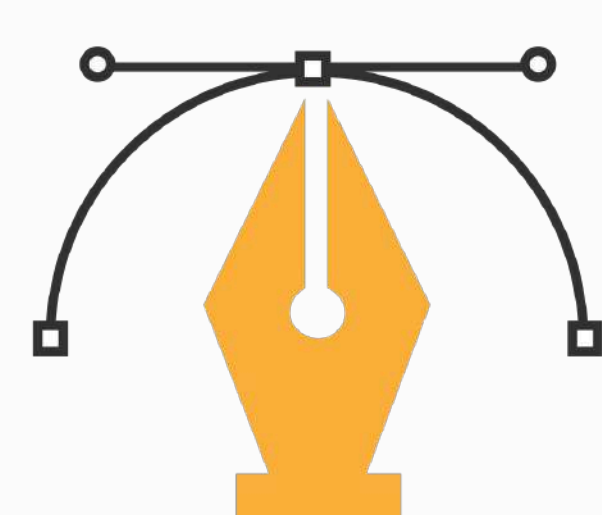
Visual communication



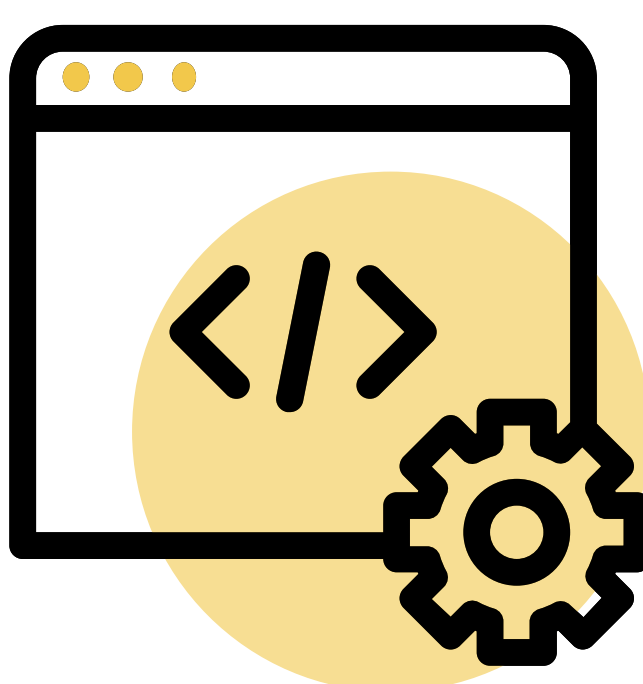
# Technical skills



I am familiar with the adobe cc suite as a tool for design.  
Most experienced programs :



I am also familiar with sketch and other programs for designing/working on a Mac and Windows. I keep familiarising myself with more design tools and softwares as time goes.  
Other design programs and platforms I'm familiar and experienced with:



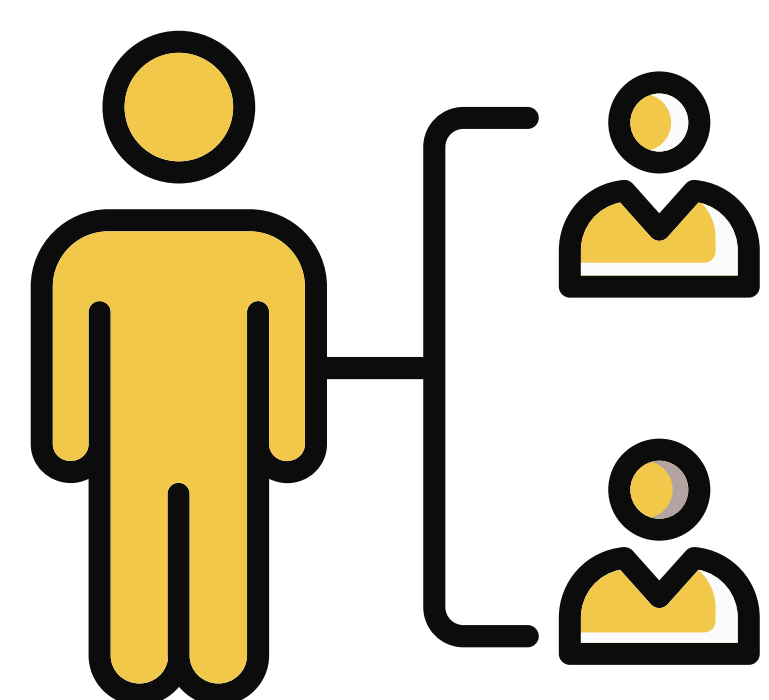
I have experience in front-end web development and an understanding of responsive design, yet keen to learn more programming languages including learning full stack web development/ back end development.



# More about me

## Leadership

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I was nominated in high school to be part of the student representative council (SRC) for both school and the hostel in 2014 to 2015

## Sports

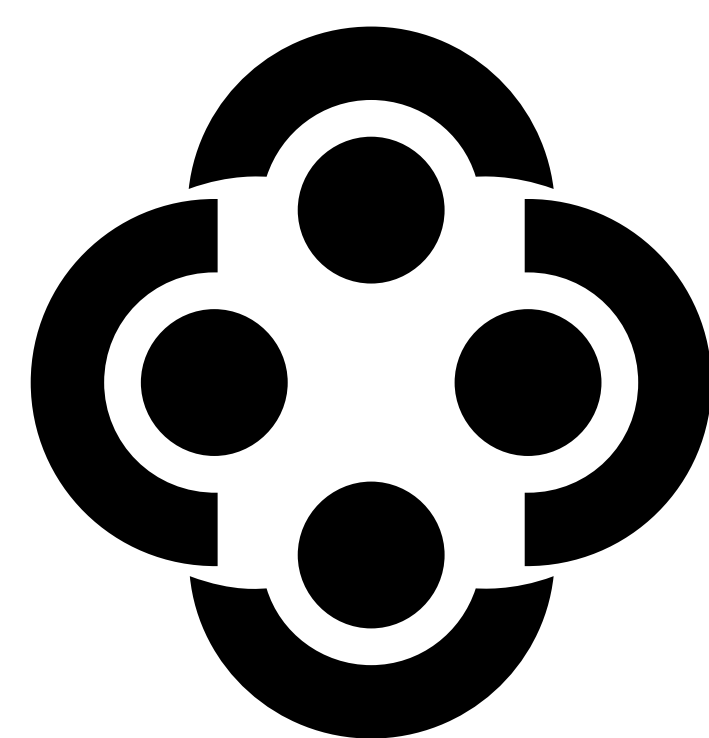
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Played rugby from primary to mid-high-school Participated in cross-country and middle-distance for my high school athletics team

## Hobbies & Interests

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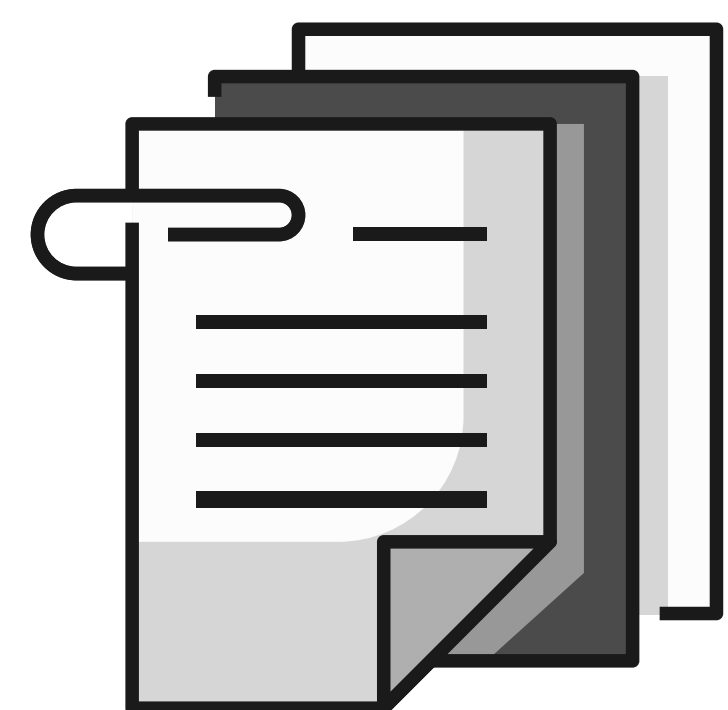


I enjoy exploring how things work by disassembling and reassembling various technologies out of curiosity and for continuous learning. I'm an avid gamer, which sharpens my problem-solving and strategic thinking. Outside of gaming and tinkering, I run social media platforms to build industry knowledge and improve my soft skills. Through these platforms, I share simple, self-designed human-centered design (HCD) concepts to attract freelance opportunities. I also enjoy reading to stay inspired and informed.



# References

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**Hannah Green Gould**

Experience Design director

Contact : Hannah Gould @ 021 827 4341

**Alex Oloo**

Former Head of Design

Digital Sales, Rewards & insurance + Salesforce at Absa Group

Contact: Alex Oloo @ 072 849 8149

**Franky Ndimande**

Design project lead at Absa Group

Contact: Franky Ndimande @ 072 840 0907

**Werner Erasmus**

Senior HR official at Acctech systems

Contact: Werner Erasmus @ 012 640 2600 / 083 746 4888

**Terence Fenn**

Lecturer Head of Interactive design in UJ Faculty of Art Design and Architecture

Contact: Terence Fenn @ 083 556 3453 | tfenn@uj.ac.za