

Mahlatse Naum Modiba

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Profile Summary

UI/UX Designer and Agile Project Manager with a strong foundation in web development and financial markets. Specialises in designing and developing intuitive, user-centred interfaces using React for educational platforms in the forex, futures, and cryptocurrency space. Skilled in leading cross-functional teams, managing design lifecycles from research to deployment, and applying user feedback to refine digital experiences. Combines visual design sensibility, front-end development skills, and financial insight to craft functional, accessible, and visually engaging products. Known for blending design thinking with business acumen to deliver solutions that drive engagement, clarity, and long-term growth.

Experience

UI/UX Designer | Web & Brand Design Freelancer

Global Expedyte – Remote | Nov 2022 – Present

- **Founded and currently lead Global Expedyte**, a creative agency specializing in web design, UI/UX solutions, and brand development for startups, e-commerce brands, and service-based businesses.
- **Conduct end-to-end UI/UX design processes** — from user research, wireframing, and prototyping to high-fidelity designs — ensuring responsive, user-centric digital experiences tailored to client needs.
- **Collaborate closely with clients** to define project requirements, map user journeys, and translate business goals into effective and intuitive design solutions across websites, mobile apps, and digital products.
- **Utilise design tools such as Figma, Adobe XD, and Canva**, creating modern interfaces that align with brand identity, accessibility standards, and current design trends.
- **Implement user testing strategies and feedback loops** to iterate on designs and improve usability and engagement.

- **Lead web development implementation**, primarily using Webflow, React, and Tailwind CSS to bring UI concepts to life in seamless, functional web experiences.
- **Deliver comprehensive brand identity packages**, including logo design, typography systems, colour palettes, and social media kits, helping businesses establish a professional and cohesive online presence.
- **Manage multiple client projects simultaneously**, meeting tight deadlines and maintaining a high standard of creativity, communication, and quality across deliverables.

Selected Projects Completed:

- **MCM Scholarship Fund Website (2023)**
Designed and developed a clean, trustworthy website.. Focused on responsive layout, accessibility, and storytelling to connect funders and students.
- **Streaming Platform UI – TraderStream.live (2023)**
Designed a niche streaming experience tailored for financial market educators and traders. Developed a modern, interactive dashboard and content playback interface, incorporating real-time chat and multi-screen layouts.
- **FXFuturesCrypto – Marketing Platform for Fintechs (2024)**
Led branding and web UX for FXFuturesCrypto, a fintech-focused marketing agency. Created a cohesive digital identity, landing page funnel, social proof sections.
- **EcoToken – ESG Investment App (2024–2025)**
Designed an end-to-end mobile and web experience for EcoToken, a blockchain-based investment platform promoting sustainable development. Included onboarding UX, impact-tracking dashboards, and real-time token portfolio design. Developed a component-based design system to support long-term scalability.

Senior Bookkeeper

MyCFO – Fourways | Aug 2023 – May 2024

- **Led and supervised a team of bookkeepers**, providing day-to-day guidance, task delegation, and quality control. Successfully improved team productivity to

95% within the first month by implementing streamlined workflows and performance accountability measures.

- **Managed end-to-end client accounts using Xero**, servicing clients across five diverse sectors: engineering, pharmaceuticals, IT, marketing research, and journalism. Delivered tailored financial solutions and maintained consistent accuracy across varying reporting standards.
- **Onboarded and trained new employees** on company policies, bookkeeping procedures, and the preparation of financial statements. Ensured all team members understood compliance requirements and internal controls, which resulted in reduced reporting errors.
- **Oversaw daily bank reconciliations**, promptly identifying and resolving discrepancies to maintain financial integrity and real-time reporting accuracy.
- **Prepared and analysed monthly, quarterly, and annual financial reports** for internal management and external stakeholders. Delivered actionable insights and strategic recommendations that informed business decisions.
- **Supported the budgeting and forecasting process**, contributing financial data and variance analyses that helped senior management make data-driven planning decisions.

Frontend Developer & Co-Founder

FateBonds - Bryanston | Jul 2023 – Jul 2023

- **Recognized among South Africa's top emerging FinTech startups**, gaining traction for innovation in financial technology solutions within the local startup ecosystem.
- **Selected to participate in the Africarena Dakar Summit** under the Fintech, Mobility, and Logistics category — a prestigious platform showcasing high-potential startups across the continent.
- **Hosted and produced a podcast on the South African Bond Market**, which reached the **Top 100 Business Podcasts in South Africa**. The show translated complex financial concepts into accessible content, expanding financial literacy and awareness.

- **Led external communications and investor relations**, articulating the company's mission, growth strategy, and operational roadmap to stakeholders and potential partners. Built strong relationships that laid the foundation for early investor interest.
- **Designed and executed data-driven social media campaigns**, resulting in a **220% increase in online engagement and brand visibility** within three months.
- **Spearheaded product design and UX for the company's digital platform**, ensuring a user-first experience aligned with business goals and technical feasibility.
- **Designed the company website from scratch**, applying responsive design principles and visual identity guidelines that elevated the startup's digital presence and credibility.

Brainnest

Remote

Work Readiness Training Program

Sep 2021 – Oct 2021

- Gained practical skills in **financial statement analysis**, interpreting income statements, balance sheets, and cash flow statements to assess company performance.
- Learned to **formulate clear and accurate financial reports**, applying standard accounting principles and presenting data for strategic decision-making.
- Developed the ability to **project company performance** by analysing historical financial data, trends, and operational indicators.
- Trained to **identify investment risks and anomalies**, using current **Capital Expenditure (CAPEX)** trends and ratios to evaluate the sustainability and profitability of projects.

Education

University of Witwatersrand

Bachelor of Commerce

- Insurance & Risk Management

- Marketing

The Complete 2022 Web Development Bootcamp

Instructor: Dr. Angela Yu | Udemy

- Gained hands-on experience in building fully responsive websites using HTML, CSS, and modern JavaScript frameworks.
- Designed user profiles and task modals through wireframing, with a strong focus on usability and intuitive layout structure.
- Practiced clear communication of UX requirements, translating user needs into practical design and development solutions.
- Applied effective problem-solving and debugging techniques, including resolving class/variable conflicts in JavaScript.
- Built dynamic web applications using React, leveraging component-based architecture for scalable front-end solutions.
- Integrated MongoDB for back-end data storage and management in full-stack applications.
- Gained a foundational understanding of SQL, including querying and relational database concepts.

The Complete JavaScript Course 2022: From Zero to Expert

Instructor: Jonas Schmedtmann | Udemy

- Gained a comprehensive understanding of modern JavaScript, including ES6+ features, asynchronous programming, and real-world application development.
- Learned to identify and resolve JavaScript security issues, including input validation, XSS prevention, and best practices for secure coding.
- Developed and deployed RESTful APIs using JavaScript, applying principles of clean architecture and modular design.

- Applied techniques to measure and optimize JavaScript performance, including analysing execution time, minimizing render-blocking code, and improving load times.

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Skills

HTML, CSS, JavaScript (ES6), React, Web3, APIs, WordPress, Figma, Webflow, Application Programming Interface, Framer, Adobe Illustrator