

PROFESSIONAL SUMMARY:

User Experience (UX) and Product Designer with a strong foundation in business strategy and marketing. Holds an N6 National Certificate in Business Management, with majors in Sales and Business Management. Proven ability to design user-centric digital products that drive engagement and align with business goals. Skilled in user research, prototyping, usability testing, and integrating marketing insights to optimize product performance. Experienced in leveraging design thinking to improve customer journeys, boost conversions, and support growth initiatives across platforms.

EDUCATION:

National N6 Certificate/ coursework – Business management

Instructional offering; computer, accounting, Sales and business management.

Year obtained: July 2018

National senior certificate/ high school diploma

Instructional offering: Business studies, accounting, Economics, English, Life orientation

Year obtained: December 2014

SKILLS AND TRAINING:

User experience

- Wire-framing & prototyping
- User research
- Experimentation & testing
- Target group analysis
- Information architecture
- Copywriting for UX
- Colour theory
- Typography
- Design patterns
- Pixel-perfect design
- Accessibility

product design

- User research
- Design and agile sprint
- Brainstorming techniques
- Competitor analysis
- Market research
- Ideation and sketching
- Testing and iteration
- Collaboration with cross functional teams
- Design documents and hand-overs
- Branding and story telling
- Time and project management

COMPETENCIES:

Tools

- Framer, Figma, Canva, VSCode, draw.io
- Google analytics, docs and forms, Microsoft clarity and forms, facebook forms and tally.so

Language, libraries and hosts

- HTML, CSS, React.js
- AWS, Vercel, Netlify

PROFESSIONAL EXPERIENCE

Founder & UX/Product Designer

StrongerMe RSA – Digital Marketing & SaaS Startup

Remote | Jan 2024 – Oct 2024

Founded and led a small-scale digital agency and SaaS product initiative focused on helping local businesses grow online through tailored design and digital marketing tools.

- Designed and developed responsive web interfaces using HTML, CSS, JavaScript, and React.
- Created end-to-end product experiences, from wireframing and prototyping to usability testing.
- Led UX research, competitor analysis, and customer interviews to inform product decisions.
- Developed a lightweight SaaS platform prototype for client lead generation and analytics.
- Managed branding, UI systems, and customer experience across digital touchpoints.
- Gained hands-on experience in business development, marketing, and client communication.

Note: While StrongerMe RSA ceased operations due to funding limitations, the venture strengthened my entrepreneurial mindset, technical skills, and customer-first approach to UX design