

PROFESSIONAL SUMMARY

Experience Designer with 10+ years across fintech, banking and media: delivering end-to-end digital experiences. I shape experiences, influence decisions and drive measurable outcomes through strategy, research and stakeholder collaboration.

PROFESSIONAL EXPERIENCE

CANAL+ Group

October 2025 - Present

Senior Product Designer

Product Design Leadership & Customer Experience

- Lead end-to-end UX initiatives across streaming platforms including DStv Stream, driving improvements in content discovery, engagement, and usability
- Own customer experience across mobile, web, and connected TV platforms, ensuring consistency and alignment with business goals

Stakeholder Management & Strategy

- Collaborate with product, engineering, and commercial teams to define and prioritise experience improvements
- Translate customer insights and behavioural data into product opportunities that improve engagement and retention

Impact & Optimisation

- Identify usability barriers and optimise digital journeys through research, analytics, and iterative design
- Contribute to scalable design system improvements across platforms

Humaninsight.africa: Standard Bank

August 2024 - September 2025

Senior Product Designer

Strategic Design & Leadership

- Led design strategy across complex financial products, aligning customer needs with business objectives
- Facilitated stakeholder workshops and design thinking sessions to drive alignment and decision-making

Research & Insight

- Conducted in-depth user research, usability testing, and journey mapping to inform product improvements
- Translated insights into scalable solutions that improved customer experience and operational efficiency

Key Projects

- Bulk Payments UX optimisation using Backbase components
- International payments experience redesign
- CMA payments journey simplification

FNB

November 2021 - August 2024

UI/UX Specialist

Customer Journey & Product Optimisation

- Led UX strategy for digital banking products, improving onboarding, transaction flows, and customer self-service experiences
- Delivered research-driven design solutions that reduced friction and improved customer engagement
- Defined and drove UX strategy aligned to business and product objectives
- Owned delivery of end-to-end experience design across key journeys

Key Achievements

- Improved Proof of Payment experience, increasing accessibility and usability by 30%
- Redesigned Debit Order Dispute flow, enabling self-service and reducing operational dependency
- Optimised account onboarding journeys, improving conversion and reducing drop-off

Cross-Functional Collaboration

- Partnered with product, engineering, and compliance teams to deliver customer-centric solutions aligned with regulatory requirements

PWC

October 2019 - October 2021

UX Specialist

- Designed wireframes and prototypes for complex financial systems
- Conducted usability testing, market analysis, and contextual research
- Collaborated with developers to ensure seamless implementation

Afrocentric Technologies

October 2016 - October 2019

Specialist Web Designer

- Web Design & Development: Delivered responsive and interactive web designs, leveraging HTML and CSS for performance optimisation and cross-browser compatibility.
- User Experience Design: Conducted user research and persona creation to inform web concepts and designs that aligned with user needs.
- Collaborative Execution: Worked closely with marketing and development teams to ensure designs were aligned with branding and business objectives.

Trudon

November 2012 - September 2016

Graphic Designer

- Delivered marketing design solutions and responsive digital assets.
- Worked directly with clients to deliver user-focused promotional and digital materials.

CORE SKILLS

Key Strengths:

- Leading and mentoring designers to deliver high-quality outcomes
- Strong stakeholder management and ability to influence decisions
- Driving customer-centric solutions using research and data
- Delivering complex digital projects across multiple platforms
- Bridging business goals and customer experience

Leadership & Strategy

- Product Design Leadership
- Stakeholder Management & Influence
- Customer Experience Strategy
- Design Thinking & Facilitation
- Cross-functional Team Leadership

Product & Delivery

- End-to-End Product Design
- Agile Product Development
- Roadmap Contribution
- Design Systems & Governance
- Multi-Platform Experience (Web, Mobile, TV)

Customer & Insight

- User Research & Usability Testing
- Journey Mapping & Service Design
- Heuristic Evaluation
- Data-Driven Decision Making
- Customer Behaviour Analysis (via Google Analytics & Amplitude)
- AI-assisted design tools

EDUCATION

- Journey Mapping – Interaction Design Foundation (2023)
- Become a UX Designer – Interaction Design Foundation (2023)
- Customer Experience Mastery – Brandlove (2022)
- UX Design – GetSmarter (2018)
- Web Design (HTML & CSS) – GetSmarter (2018)