

EXPERIENCE

OpenCRVS

Senior Product Designer

June 2024 – Present

At OpenCRVS, I design scalable **public digital infrastructure** that helps governments register life events and expand people's access to legal identity, rights and essential services. I contribute across product design, service design and business analysis, working with multidisciplinary teams to translate complex country-level requirements into clear, usable systems that support implementation in real-world contexts. I'm proud to contribute to work where thoughtful design can make public services more inclusive, accessible and meaningful for individuals and communities.

Consultant

Senior Product Designer

May 2021 – May 2024

I worked across **fintech, digital identity and youth-development platforms**, bringing product thinking and end-to-end UX design to complex services. My work included Yoma, a UNICEF-supported initiative focused on connecting young people to learning, work and opportunity pathways; VALR, a cryptocurrency exchange; and Secure Citizen, a digital identity-verification product. Across these engagements, I designed user journeys, flows and features that balanced real user needs with privacy, trust, accessibility and business requirements.

SQN (SineQuaNon)

Product Design Lead

May 2019 – April 2021

Led the evolution of a behaviour-tech platform and redesign of **flowOS™**. Collaborated with product leadership, stakeholders and the CTO to move features from concept to development, embedding data-driven behavioural-change principles early in design decisions.

Trustlab Blockchain Innovation Studio

Product Design Lead

May 2018 – Apr 2019

Design Lead on **ixo.world**, a Web3 platform leveraging blockchain technology to support impact measurement and sustainable development. Worked closely with stakeholders and technical leads to workshop, define, and design the end-to-end impact ecosystem across web and mobile.

OpenDNA

UI / UX Designer

Dec 2016 – Apr 2018

UI/UX designer at OpenDNA, working on two **AI-driven products** focused on psychographic profiling and personalised user experiences. Designed new features, user flows, and improvements for a white-label mobile app and the Synapse profiling dashboard.

Deloitte Digital

Senior Design Consultant

Nov 2014 – Dec 2016

Designer at Deloitte Digital, combining marketing and product design to deliver digital solutions for local and international clients. Contributed to the launch and iteration of mobile products for clients including **Telkom, Clicks, and BRAC**.

TBWA\JHB

Digital Creative Director

Jun 2006 – Dec 2013

As Creative Director, I worked closely with the above-the-line agency to create integrated, through-the-line, creative solutions that are driven by human-centred design principles. We created digital campaigns for clients such as **Adidas, Tiger Brands and Standard Bank**.

Digital Art Director

I joined TBWA in 2006 where I created Visual Design, HTML and Javascript web and social media campaigns that competed with global advertising standards. As a team we formed one of the first UX focussed agencies in South Africa.

HONORS & AWARDS	Nomination for Blockchain Impact Awards for ixo.world Newsweek USA • 2019	Best Bank Integrated Ad Campaign for Standard Bank MyCard International Internet Advertising Competition (IAC)
	Best Financial Solution for CTRL MTN Business App of the Year • 2018	Honourable Mention for Standard Bank SA Launch CSS Awards • 2011
	Best Mobile Shopping Experience for Clicks App Tech & e-commerce awards • 2017	Merit Award for Standard Bank MyCard Assegai Awards • 2011

EDUCATION	Enterprise Design Thinking for AI IBM • 2020	Bachelor of Arts with specialisation in Multimedia Studies UNISA • 2005
	Design Thinking for Innovation Coursera • 2017	Graphic Design Design School of Southern Africa • 1999
	Digital Marketing Red & Yellow School • 2013	

LANGUAGES	Afrikaans & English Full professional proficiency



VOLUNTEER	Deloitte SA CSI Committee 2014 – 2016	CSI Committee representative for the Western Cape area.
		Supported charities • Code4CT mentorship role • Habitat for Humanity • Brothers for All

SKILLS	User Interface Design		Deep Technical Knowledge	
	User Experience Design		HTML, CSS & JavaScript	
	Business Objectives		Wireframe & Prototype	
	Interaction Design		Personas and Storyboards	
	Storytelling & UX Writing		User Journey Mapping	
	Data Visualization		Information Architecture	
	Presentation		Business Analysis	
	User Research & Testing		Concept Development	