



PROFESSIONAL SUMMARY

Product Designer with over 15 years of experience designing and building digital products and AI-enabled solutions. I work across branding, graphic design, digital design, UI/UX, and development, handling projects end to end from research to launch. My focus includes creating MVPs, collaborating with development teams to shape products, implementing AI solutions, and training teams to use generative AI tools responsibly and effectively.

CORE COMPETENCIES

Product Design & Execution

- UI/UX design for web and mobile applications
- Brand identity development and visual design systems
- Design system creation and component library development
- High-fidelity prototyping and user testing
- Responsive web design and mobile-first interfaces
- End-to-end product design (research to launch)

AI-Assisted Development

- Frontend development using AI coding assistants
- AI-powered feature integration using AI APIs
- AI-driven rapid prototyping and MVP development
- Model Context Protocol (MCP) integration to connect tools like Linear, and Notion with Claude for streamlined workflows
- Integration of backend services like Supabase, Convex, and Neon
- Implementation of auth systems like Supabase Auth & Clerk Auth
- AI training workshops on responsible AI adoption

Technical Implementation

- Rapid MVP development from concept to deployed product
- Third-party API integration and data scraping
- WordPress development and customization
- Cross-functional collaboration with development teams to shape and launch products

EDUCATION & CERTIFICATIONS

Certifications

- AI Fluency – Anthropic (2025)
- AI Security & Governance – Securiti (2025)
- Introduction to Gen AI – Google Cloud (2024)
- UX: The Beginner's Guide – Interaction Design Foundation
- Figma for UX Design – LinkedIn Learning
- Graphic Design Diploma – Cape Peninsula University of Technology (CPUT)

INDUSTRY EXPERIENCE

Financial Services: ABSA, BidVest Bank, Old Mutual, Standard Bank

Retail & Consumer: Clicks, Musica, PEP, Shoprite, Checkers, Sportsman's Warehouse

Property & Real Estate: Rabie Property Group, Signatūra

Technology & SaaS: Everprompt, Findmeacoffee, micro apps

Small Business: Travel, hospitality, events, FMCG, and various service industries

TECHNICAL SKILLS

Design Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, Indesign), Affinity, Canva

Development & Prototyping

React, AstroJS, HTML/CSS, PostgreSQL, WordPress, Webflow, Framer, Supabase, PostgreSQL, API Integration, MCPs

AI Tools & Platforms

Claude AI, Mistral, Cursor, OpenAI Integration, Perplexity, Replit, Lovable, Bolt, Claude code, Warp, Gamma

Analytics & Research

Google Analytics & Search console, User Research, Usability Testing

Collaboration & Workflow

Git/GitHub, Agile/Scrum, Developer Handoff, Cross-functional

EXPERIENCE

Independent Product Designer & AI Developer

AI-Powered Design & Product Development

- Built EverPrompt (everprompt.co.za), a prompt management platform with AI-powered categorization and search using Astro, React, Supabase, and Claude AI integration
- Developed WhatsApp Flow Builder with AI generation capabilities, live preview, and Figma plugin integration, shipping the working beta in 6 weeks from concept
- Created coffee directory (findmeacoffee.co.za) using AstroJS, Supabase, and Google Places API with custom data scraping tool built in Replit and Apify

AI Training & Consulting

- Delivered paid AI implementation workshops, training participants on practical AI adoption strategies and workflow automation

Design & Web Development

- Designed brand identities and marketing materials for multiple clients throughout the year
- Built custom HTML/CSS/JavaScript websites for client with responsive design

Lead Designer

Immersion Group | Jan 2022 – Dec 2024 | Remote

Banking Suite Development

- Served as UI designer across three product streams: mobile app, public web, and secure dashboard
- Design direction selected over offshore team for mobile and web streams based on local market research
- Built comprehensive design system spanning all three streams and subsequent onboarding journey
- Led team of 3 designers on back-office onboarding project for 5 months

Rapid Innovation Projects

- Old Mutual (2023): Built functional home buying journey prototype using FlutterFlow in 2-month sprint
- ABSA (2024): Developed wholesale ordering MVP with FlutterFlow, Supabase, and client API integration

Internal Innovation Initiative

- Initiated company-wide innovation program to upskill designers during project downtime
- Led cross-functional team of 6 (Scrum master, researchers, UI/UX designers) throughout 2024
- Built community platform MVP using Google Design Sprint methodology and FlutterFlow
- Conducted full product lifecycle: branding, naming, research, competitor analysis, usability testing
- Tested MVP with 10–20 participants, treating company SteerCo as stakeholders

Senior Web Designer

Machete Creative | Jan 2019 – Jan 2022 | Cape Town, Western Cape

- Designed brand identities from concept to completion including logos, stationery, and marketing collateral
- Developed website solutions for multi-property real estate portfolio with responsive design
- Designed and built WordPress websites, collaborating directly with development teams
- Created digital assets including banners, mailers, and promotional materials
- Created responsive web designs in Figma with detailed handoff specs