

Product designer with a background in visual storytelling and an empathetic, detail-oriented approach to design. I love working on consumer-facing digital products that are intentionally designed to bring meaningful change.

CONTACT

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SKILLS

Design
Visual & UI design · Brand identity & design systems · Layout & typography · Prototyping · Web design · Visual storytelling

Build
Vibe coding (AI-assisted front-end) · WordPress / Elementor · Responsive implementation · SEO fundamentals

Research & Strategy
User research · Journey mapping · Design rationale · Iterative testing & refinement

Tools & Tech
Figma · Framer · WordPress–Elementor · Wix · Squarespace · Adobe Illustrator, XD
Lightroom & Photoshop · DaVinci Resolve
Technical background: SQL, Python, C# (studied, not recent)
Miro · Zeplin · Clickup · Google Workspace · Zoom · Microsoft Teams

PROFESSIONAL EXPERIENCE

Website Redesign & SEO: Feb – April 2026
JustGetIt Complete Irrigation Co.

- Full website redesign for a national irrigation supplier shipping across South Africa. Also rebuilt the site structure and sharpened on-page SEO. Click [here](#) to view.

Website Updates & Maintenance: July 2026 – current · remote
True Listening · Circle of Values Communication GmbH

- Ongoing website maintenance for a hearing-practice app startup. Handling updates and fixes to their site as needed, working directly from the client's requests.

SELF-INITIATED PRODUCTS & VENTURES

Brand Design: July 2025 – current
Drink Botanica

- Co-founder of a premium self-service beverage business; launching soon. Built the full brand identity and design system. Click [here](#) to view website.

Product Design: Jan 2026 – current
Stint – Freelance Income App

- In development: designing and building an app that helps freelancers track expected and confirmed income against live opportunities. Card-based dashboard, weighted pipeline. Click [here](#) to view prototype in progress.

Online Course Design: Apr 2026 – current

StayAware – Digital Safety Platform

- Founder of a digital-safety education platform for South Africans aged 55+. Designed the seven-module course experience and the brand. Click [here](#) to view.

Concept Design – Sustainability Dashboard | ESG · portfolio piece: June 2026

- A dashboard concept visualising ESG and sustainability metrics — an AI-collaborative exercise in making data-heavy interfaces calm and legible. Click [here](#) to view (desktop-optimised).

Product Design – Sisonke | Local Dining Platform: Feb 2026 – current

- A platform for booking meals in local homes instead of restaurants — real regional cuisine, culture kept intact, income going back to the community. View first design iteration of the booking flow [here](#).

UNIVERSITY PROJECTS

UX Redesign | Pocket Textbook · project lead: May – July 2025

- Led a redesign of UCT's Film & Media department's digital learning platform – user research, journey mapping, prototyping, and team coordination — to reduce friction across the student workflow. View presentation [here](#).

Documentary Storytelling — Director, Editor, Cinematographer: Aug – Nov 2025

Home Beneath Our Feet

- Directed *Home Beneath Our Feet*, a documentary exploring themes of home, identity, and belonging through intimate storytelling and visual narrative; an award-recognised documentary selected for the Joburg Film Festival and named a semi-finalist at the Russian Film Festival in the documentary category. Watch it [here](#).

EDUCATION

BA, Information Systems & Digital Media

University of Cape Town: 2023 – 2025

- Systems Analysis & Design, Database Systems (SQL), Commercial Programming (C#), UX Design, Multimedia Production, Photography, Project Management, Python & Excel.

User Experience Design Certificate

University of Cape Town, Getsmarter – online short course: Jan – April 2025

National Senior Certificate | 2022

Richards Bay High School

- 90.4% final year average; multiple scholarships & academic awards