

Innocent Sibanda

Product Designer

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Skills:

Product Design, UX & UI Design, User Research, User Personas & Journeys, Usability Testing, User Centred Design, Design Thinking, Interaction Design, Prototyping, Stakeholder Management, Data Visualisation, Product Strategy, Product Management, Branding & Identity, Web Design & Development

Tools:

Figma, Sketch, Adobe CC, Invision, Miro, Jira, ClickUp.

Work Experience

Wolf & Hat (Self-employed)

Product Designer UX/UI

Oct 2022 - Present

- Collaborated closely with product, business, and design teams to refine product specifications in healthtech, edtech, insurtech, and fintech, ensuring user-friendly flows
- Focused on enhancing UI/UX for Android, iOS, and web apps through the creation of wireframes, mockups, and functional prototypes
- Led the creation of design systems and component libraries for unified user experiences

Aviva (Contract)

Product Designer UX/UI

March 2022 - Sept 2022

- Led the design initiative for Aviva online general insurance for third party strategic partners i.e. retail banks, workplace pension providers and enterprise customers
- Collaborated with Product Owners and Business Analysts to deliver entire branded banking ecosystems
- Designed conceptual demos directed to help people understand their finances and future prospects
- Designed flexible and deliverable components to help streamline the project hand off process

BBC Creative (Contract)

Lead Creative Designer

Dec 2018 - April 2022

- Executed and led distinctive design styles across multiple digital platforms under the BBC brand for client partners such as Apple, Amazon, Google, PlayStation, SKY, Xbox and Virgin Media
- Collaborated with the marketing team to develop guidelines to ensure that all campaign assets for BBC products and services are maintained and adhered to

Nollywood Movies TV

Product & Brand Designer

May 2015 - Nov 2018

- Led and shaped the channel's vision, streamlining deliverables with a strategic approach in branding and product design
- Project managed nollywoodmovies.tv, supervising UI/UX design
- Launched digital designs on social media for increased brand awareness

Education

2012 – 2015

BA Hons Graphic Design

Cambridge School of Art