



Nationality: South African
Date of Birth: 19 June 1992
Languages: IsiZulu and English

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Portfolio: <https://aucrada.com/sanele-sibiya>

Skillsets

Personal Skills

Empathetic
Proactive
Leadership
Curious
Analytical
Adaptive
Resilient
Perfectionist
Initiative
Innovative

Creative Skills

Freehand Art
Graphic Design
User Interface Design
User Experience
Design
Wireframing &
Prototyping
Adobe CC (Illustrator,
Photoshop, XD)
Figma, Framer, Sketch
Preview app

Professional Experience

Atomgate | July 2011 – August 2016 (Resigned) Data Specialist

Duties: Retail store customer support on smartphones, modems and any other Telkom related technical customer issues. Processing of prepaid and postpaid deals on CRM systems and upselling devices.

NDC Group | January 2019 – December 2019 (Resigned) IT Lead

Duties: Head of the IT Department which assisted field investigators locate their assigned tasks using a GIS software and lead a team of 16 investigators. Using software, I designed a seamless system which assisted the company operations. I constantly had to provide to the CEO new innovative solutions, consult and liaise with clients.

BCX Internship | January 2017 - January 2018 (Contract Elapsed) Junior Software Engineer - Systems Integration

Duties:

- Build an emulated ATM using a raspberry pi and sensors;
- Use Python to create a Django API;
- Use Vue to create front-end module to read from the raspberry pie;
- Integrate modern technology using WSO2 with Cobol (possibly) ATM systems, translating XML to JSON and vice versa;
- Use Invision to prototype the system's dashboard;
- Use Sketch 3D to model the ATM for 3D printing; and
- Present and sell the solution to stakeholders

Technical Skills

Web and Mobile Development, Web-based application dev, HTML, CSS, Javascript, Ionic, Flutter, Angular, C, Pysthon Javascript Frameworks (React & Vue), Typescript

Acquired Skills

Dealing with different clients and personalities

Leading a team of diverse individuals in an unusual industry

Taking initiative to dilute unforeseen problems

Build great company brand reputation

Consult and manage client relationships

Professional Experience

MegaTech AI | *January 2020 - September 2021 (Retrenched)* **Senior UI UX Designer**

Duties:

- Apply design thinking skills on a regular to assist our CEO (Client) and external clients achieve great software products through great UI and UX;
- Software Engineer some of my own designs using Flutter, Ionic, Android studio (XML) and Xcode for mobile applications;
- Interview users around the product / application, to establish if it is feasible and how it would influence design;
- Consult clients with empathy to ensure alignment when compile documentation and design prototypes;
- Use design software tools (Framer, Adobe XD) to prototype from wireframe;
- Develop mobile and web applications using wordpress, flutter, ionic and typescript;
- Contribute to Marketing collateral (Graphic Design);
- Take part in UI and UX user testing;
- Ensure products look and feel familiar to all users and NBU (Next Billion Users) whilst maintaining the latest trends;
- Accommodate all types of users including those disabled and

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- unable; and
 - Present in-detail product designs, from wireframe(s), prototype to graphic mockups.

Aucrada | *January 2011 - Current* **Freelance Graphic Designer & Web Developer**

Duties:

- Provide IT Support to SMMEs and individuals
- Design & Layout for KZN municipalities newsletters and annual reports
- Consult, Design & Develop for start-up companies to bring innovative ideas to market and create online presence through web development
- Provide creative direction for brands and entrepreneurs
- UI Design and UX Consultation to assist stakeholders execute their bespoke solutions.

Freelance Projects

Fhood Delivery Mobile App - 2020

Role: Creative Director, UX Designer and Developer
Product Owner: Bitsapien (Pty) Ltd
Tools used: Ionic 5, Typescript, Adobe XD

Brief: The best in class international solutions are often expensive, complex and inaccessible to the majority of South African businesses. South African specific solutions often do not exist to address the wider demographic that exist locally. Design and develop a solution for the neglected market.

AI Store (Web & Mobile Platform) - 2019

Role: UI & UX Designer
Product Owner: MegaTech AI
Tools used: Adobe XD, Photoshop, Illustrator

Brief: Deliver sleek, futuristic application wireframes, prototyping and branding to capture the market of all ages / mobile users. The platform will be web and mobile based, create Pan-African corporate identity.

BMCA (Business Mentorship & Career Advancement) - 2018

Role: Creative Director & Web Developer
Product Owner: Ms Razia Adam
Tools Used: Wordpress Elementor, Adobe Illustrator, Adobe XD

Brief: Kindly develop a platform to enable mentors and mentees to meet and engage. Mentees need to be able to see mentors, read about them before engaging. We also host online workshops with professionals to assist and enable young minds in their fields of interest.

Learned Friend - 2020/21

Role: UI & UX Designer
Product Owner: Learned Friend (Adv. A Nxumalo & Adv. R Seema)
Tools Used: Framer

Brief: We need to provide a legal platform to keep people updated and also avail legal services for users that may require. Create an online community of attorneys where they can share legal matters, news or general legal articles with the general public. We are currently using instagram as our platform to teach and engage with people.

Motivation

I am an artist by talent, I have sold anime drawings from the ages of 9 for pocket change. Exposed to technology at a young age, I integrated art and software to become a self taught graphic designer. With my curious mind, I ventured into graphic design and IT (hardware and software) technician. I noticed a shift in the industry, I transitioned to software engineering and graphic design which today makes me a UI UX Designer and developer. I am constantly up-skilling and adapting to new technologies to constantly stay relevant and effective.

Having dealt with different clients, presenting designs and proposals engineered by myself, to being able to build some of the products, and lead teams, sometimes unofficially - I am considered a highly unmatched skilled individual, by other colleagues within the same space.

Educational History

HUNT ROAD SECONDARY | Durban, KwaZulu Natal | *January 2005 – December 2009*

- Senior Certificate
- English, IsiZulu, Mathematics, Physical Science, Life Sciences, Computer Applications Technology, Life Orientation

DAMELIN COLLEGE | Pretoria, Gauteng | *January 2010 – December 2010*

- PC Engineering Certificate

DURBAN UNIVERSITY OF TECHNOLOGY | Durban, KwaZulu Natal | *Part-Time, 2014-2015*

- Incomplete I.T Diploma

WETHINKCODE_ | Johannesburg, Gauteng | *January 2017 – 2019*

- French school of 42 Coding Curriculum (Software Engineering Certificate)
- Peer to peer learning institute

Interests and Hobbies

Freehand drawing

Inspired to paint on canvas

Virtual & Artificial Reality

Video Gaming

Digital Trends

Psychology

Social Media influences

Business

Technology (Home Automation & Artificial Intelligence)

References

Atomgate

Row Moonsamy (Store Manager)

081 526 1218

BCX

Erin Stone (HR manager)

065 999 0943

MegaTech AI

Sherphard Marufu (Line Manager)

081 455 0977

See Portfolio: <https://aucrada.com/sanele-sibiya>