



**FARAI F. MANDIMIKA** - HFI CUA™ Certified

**Senior UX Architect | Design Manager**

Email . farai@mandimika.com | faraifm82@gmail.com

Web . www.mandimika.com | www.linkedin.com/in/faraifm/

Phone . +27 78 484 0605

---

**PROFESSIONAL PROFILE**

Highly motivated and focused Experience Architect with over 13+ years of hands-on experience in building digital visual user experiences, having extensive experience from brand building right through to software design in digital agency, corporate and Fintech environments. Experienced UX Architect/Designer highly proficient in creating digital products from concept, through wireframing and prototyping to design. Accustomed to adhering to company standards, and designing solutions aligned to the brand guidelines. An adaptive team player and leader with a passion for great design and a creative eye for detail.

---

**CAREER GOALS**

I am constantly looking for challenging new opportunities to further develop my skills in the field of UX/UI Design, Product Design Team Leadership and Design Operations Delivery.

---

**KEY SKILLS**

- User Interface Design
- User Experience Design
- User Research and Testing
- Product Testing
- Graphic and Web Design
- Brand Development
- Team Management
- Mentorship
- Conducting Team Member Appraisals
- Presentations
- Problem Solving & Troubleshooting

---

**PROFESSIONAL HIGHLIGHTS**

**Senior:** developing concepts, producing design mock-ups, prototypes, create interface designs, enhance user experiences and improve digital interactions, and establish milestones for projects and prepare all team members to meet tight deadlines

**Career Progression:** a history of longevity in roles – have consistently progressed to roles with increased accountability and responsibility.

---

**CAREER SNAPSHOT**

- **Design Manager** - MiPrint, South Africa, 2021 - Present
- **Senior Experience Architect** - Standard Bank, South Africa, 2021 - Present (Consulting under MiPrint)
- **Senior Product Designer** - Absa Bank, South Africa, 2020 - 2020 (Consulting under MiPrint)
- **Senior UX/UI Designer** - Standard Bank, South Africa, 2019 - 2020 (Consulting under MiPrint)
- **Senior UX/UI Designer** - First National Bank, South Africa, 2016 - 2019
- **Senior Digital Designer** - Complete Clarity, South Africa, 2008 - 2016
- **Graphic Designer** - Adrenalin Advertising & Design, Harare, Zimbabwe, 2007 - 2008
- **Junior Graphic Designer** - Blueprint Interactive, Harare, Zimbabwe, 2005 - 2006
- **Graphic Design Instructor** - Zimbabwe Institute of Vigital Arts, Harare, Zimbabwe, 2007 - 2008

---

**QUALIFICATIONS AND TRAINING**

- 2021 Studying towards an MBA** University of East London (UK)
- 2020 Certification: Certified Usability Analyst** Human Factors International (HFI)
- 2005 Diploma: Graphic Design & New Media,** Zimbabwe Institute of Vigital Arts, Zimbabwe
- 2004 Diploma: Applied Art, Design, Print, 2003** Harare Polytechnic College, Zimbabwe
- 2002 Diploma: Advertising, 2002** London Chamber of Commerce in Industry, Zimbabwe

Professional Courses

**User Experience for Web, Open 2 Study, 2016**

**Make Customers Find You Online Google Digital Garage, 2018**

---

## CORE COMPETENCIES

- Adobe CC
- Sketch
- Figma
- Framer
- Zeplin
- InVision App
- Google Draw
- Macromedia Suite
- WordPress
- MS Office
- Pencil
- Mac & Windows Proficient

---

## WORK EXPERIENCE

### MIPRINT (South Africa)

#### DESIGN MANAGER . 2021 - PRESENT

- Attending meetings with executives and senior stakeholders to project statuses
- Provide design training and conduct career development assessments
- Perform designer performance appraisals
- Conduct weekly review sessions with my team members
- Provide mentorship for junior designers and act as an idea bounce board for the senior designers in my team
- Seek potential business opportunities for designer placements at MiPrint's customers
- Manage a team of Interface and Experience Designers in different levels of experience within their careers

#### Achievements:

- Effectively assessing designer expertise and providing guidance on career development
- Provide mentorship to junior designers
- Successfully managing a team of 15 consultant designers deployed at various corporate clients

### STANDARD BANK (South Africa) – Consulting Under MiPrint

#### SENIOR EXPERIENCE ARCHITECT . 2021 - PRESENT

- Attending meetings with executives and senior stakeholders to discuss project goals and milestones
- Conduct extensive usability testing to digital products in production
- Offer data-driven recommendations aligned with overall company strategies and prioritize system improvement initiatives
- Analyse requirements and design software application solutions for the bank's multiple digital platforms
- Manage a team of Interface and Experience Designers in different levels of experience within their careers
- Perform performance appraisals to team members
- Provide mentorship for junior designers and act as an idea bounce board for the senior designers in my team
- Conduct weekly review sessions with my team members
- Present solutions to executives and stakeholders

#### Achievements:

- Unearthing system issues as a result of running with a customer first approach to design
- Developing solid concepts, producing design solutions which improve digital interactions by target users
- Establish milestones for projects and prepare all members to meet tight deadlines

### ABSA BANK (South Africa) – Consulting Under MiPrint

#### SENIOR PRODUCT DESIGNER . 2020 - 2020

- Attending meetings with senior stakeholders to discuss project goals and milestones
- Decipher findings from user testing sessions, present findings and come up with solutions
- Analyse requirements, design and present software application solutions for the bank's internal client on boarding and maintenance system
- Complete full redesign of existing legacy web platforms to Salesforce SaaS system while improving the client on boarding and maintenance flows

#### Achievements:

- Developing concepts, producing design mock-ups, prototypes, create interface designs, enhance user experiences, develop and improve digital interactions
- Establish milestones for projects and prepare all members to meet tight deadlines

### STANDARD BANK (South Africa) – Consulting Under MiPrint

#### SENIOR UX/UI DESIGNER . 2019 - 2020

- Attending meetings with executives and senior stakeholders to discuss project goals and milestones
- Offer data-driven recommendations aligned with overall company strategies and prioritize system improvement initiatives
- Analyse requirements and design software application solutions for the bank's multiple digital platforms
- Complete full redesigns of existing web platforms, improving navigation and enhance user interaction

#### Achievements:

- Developing concepts, producing design mock-ups, prototypes, create interface designs, enhance user experiences, develop and improve digital interactions
- Establish milestones for projects and prepare all members to meet tight deadlines

**FIRST NATIONAL BANK (South Africa)**  
**SENIOR UX/UI DESIGNER . 2016 - 2019**

- Completed full redesigns of some of the bank's existing digital systems to improve user experiences, enhance user interfaces and strengthen search engine rankings
- Spearheaded production of page content such as visuals and text copy to meet project specifications
- Tested websites and performed troubleshooting before system deployment
- Collected, defined and translated user requirements into project designs and implementation plans

Achievements:

- Spearheaded production of page content such as visuals and text copy to meet project specifications
- Created concepts and produced wireframes, prototypes and user interfaces to enhance user experiences and improve site interactions

**COMPLETE CLARITY (South Africa)**  
**SENIOR DIGITAL DESIGNER . 2008 - 2016**

- Developed product and solution positioning for new and existing client projects
- Developed product mock-ups, low and high-fidelity prototypes as well as final UI designs
- Established and maintained productive working relationships with colleagues to resolve operational difficulties and to promote an interdisciplinary, collaborative approach to workflow delivery
- Performed user tests at various stages of product development and solution derived from findings
- Managed quality assurance programs including internal audits, customer surveys, and training

Achievements:

- Trained and supervised numerous team members for ongoing digital projects
- Implemented Google Campaigns and SEO for various industry websites

**ADRENALIN ADVERTISING & DESIGN (Zimbabwe)**  
**GRAPHIC DESIGNER . 2007 – 2008**

- Designed digital and print marketing collateral which supported overall product branding strategies
- Designed responsive web interfaces, templates, and unique digital tools
- Worked with clients to gather and define requirements, establish scopes and managing project milestones

Achievements:

- Created a broad range of digital and print products using various design media, tools and techniques
- Collaborated with associates to create products which yielded good ROI for clients

---

<b>PREVIOUS WORK EXPERIENCE SNAPSHOT</b>	<b>Company</b>	<b>Role</b>	<b>Duration</b>
	Blueprint Interactive, Zimbabwe	Junior Graphic Designer	
	Zimbabwe Institute of Vigital Arts, Zimbabwe	Graphic Design Instructor (Extracurricular)	2006-2008

---

**REFERENCES**

**Harry Roussos**, Standard Bank, [harry.roussos@standardbank.co.za](mailto:harry.roussos@standardbank.co.za), +27 72 146 0961

**Webster Maposa**, Quatrohaus, [webster@quatrohaus.com](mailto:webster@quatrohaus.com), +263 77 259 5347

**Neil Pretorius**, Gloop Digital, [npretorius@gmail.com](mailto:npretorius@gmail.com), +27 82 438 8501