

ROTONDWA MPHADZHA

www.rotondwa-mphadzha.co.za

UX / UI Designer & Developer

071 613 1315 

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Rotondwa-Mphadzha 

Alt Contact : 082 541 6698

BOKSBURG

I maybe disabled physically but I'm highly proficient in the industry (no special needs required)

Dear Recruiter, just a brief about my journey in the industry for 9 + years

Customer Journey Map & Customer Narrative design is my focal point each day.

Designing with usability/information architecture in mind

Up to date knowledge of current UX design trends and techniques

Strong Understanding of marketing and digital strategy, UI, UX and information architecture

Understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design

Basic HTML and CSS knowledge

Excellent time-management skills and attention to detail

My personal Portfolio – <https://www.rotondwa-mphadzha.co.za>



EXPERIENCE

UX / UI DEVELOPER & DESIGNER | Crosstate Auctioneers

2019 – CURRENT

- Web Hosting
- SMS & Email Marketing
- Social Media Development & Management
- systems & Database Administration
- Evolve the existing System to match future requirements and collaborate with the rest of the team to improve it
- Common duties
 - Design Auction Adverts for print (Sunday Times Newspaper Adverts)
 - Brand awareness on social media
 - Test graphics across various media.
 - Manage Databases
 - Catalogue development
 - Ensure designs created are clean & User-centered before publish
 - Debug/fix errors in online content/website
 - Direct contact with customers

- RUN ONLINE AUCTIONS THROUGH AUCTION MOBILITY SYSTEMS

Tools Used

- ✓ Dreamweaver
- ✓ Photoshop
- ✓ Aurora 3D Animation Maker
- ✓ Toonly
- ✓ Wondershare Filmora
- ✓ Figma
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ CANVA

Advertising Agencies worked with As UX / UI DESIGNER / DEVELOPER (2019 – current)

- SAIA (South African Institute of Auctioneering)
- Sunday Times Newspaper
- MarketBook
- PCW New Media
- MailChimp
- Truck & Trailer
- Gumtree

UX / UI DEVELOPER & DESIGNER | Mphadzha Digital Solutions

2015 – 2019

- Develops and implements unique, creative, creative solutions to complex UX problems
- Execute all visual design stages from concept to final hand-off with a mobile-first focus
- Developing and conceptualizing a comprehensive UX/UI design strategy in conjunction with relevant stakeholders
- Understand customers' needs through interviews and other research techniques.
- Managing my own time, and making sure that I have my products delivered on time.
- Video content design
- Execute all visual design stages from concept to final hand-off with a mobile-first focus
- Knowledge and application of the SDLC process
- Direct contact with clients
- Possess an understanding of advertising campaigns
- Creating unique and simple solutions to relatively difficult problems
- Experience with prototyping software such as Adobe XD , Wondershare Mockitt , Figma
- UX / UI Centered Website design
- Excellent time-management skills and attention to detail
- Continuous monitoring of performance across websites
- Collaborate effectively with multi-disciplinary teams
- Evolve the existing Design System to match future requirements and collaborate with the rest of the designers to improve it

- Develop captivating UI layouts, UX flows, prototypes, mock-ups, wireframes, written content, web design and storyboards

Tools Used

- Adobe Dreamweaver
- Visual Studio
- Aurora 3D
- Adobe Photoshop
- Toonly
- Figma
- Canva
- Adobe InDesign

With Dreamweaver and Visual Studio, I develop front end websites that are easy to use, ergonomic and pleasing to the eye.

Accomplished responsibilities

- Developed Front end & Backend Websites
- Possess an understanding of advertising campaigns
- Starting projects and completing them by myself and sometimes in teams.
- Creating unique and simple solutions to relatively difficult problems

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Graphic design; UI/UX Designer | Mphadzha Digital Solutions

2016 – 2019

Graphic design responsibilities:

- Manage and maintain all printed and digital materials and processes
- WordPress Website Development
- Brand development
- Produce print-ready artwork for offset print, digital print and press adverts
- product design and development
- Develop illustrations, logos and other designs using software or by hand.
- Use the appropriate colours and layouts for each graphic
- Test graphics across various media.
- Advise clients on strategies to reach a particular audience
- Social Media Marketing
- Online Marketing
- Ability to interpret briefs
- Ensure final graphics and layouts are visually appealing and on-brand
- Incorporate changes recommended by the clients into the final design
- Strong conceptual thinking and execution
- Overseeing design changes and improvements throughout the development process
- Possess an understanding of advertising campaigns
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Tools Used

- Photoshop
- CANVA
- Aurora 3D for Animation

- Toonly – for Animation



EDUCATION

Information & Communication Technology | Ekurhuleni East College-Springs

2014

- System Development – **Highly Competent**
- Information Systems – **Highly Competent**
- Multimedia – **Competent**
- Electronics – **Competent**

Professional Selling | Sales Institute

2019

Foundations of User Experience (UX) Design | **Google** (Cousea)

2021

Use Canva to Create Desktop and Mobile-friendly Web Pages. |

Google (Cousea)

2022

Design and Develop a Website using Figma and CSS

Google (Cousea)

2022



CURRENTLY STUDYING

Google Digital Marketing & E-commerce | **Google** (Cousea)

2022 NOVEMBER (CURRENTLY STUDYING)



ACTIVITIES & INTERESTS

While visual communication is vital, written and spoken communication are also important, I Have taught classes as a facilitator on End User Computing & Microsoft Office

- My focus now is gaining knowledge , qualification & experience in the following :
 - ✓ Mobile Software Development
 - ✓ Learning new technologies
 - ✓ Game development
 - ✓ Networking
 - ✓ Advanced Concept Design

REFERENCES - References available [upon request.](#)

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