



# RHYME SEHLAPELO

## UX/UI PRODUCT DESIGNER

### CONTACT

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### EDUCATION

#### Inprogress

TSHWANE UNIVERSITY OF TECHNOLOGY  
• Master's Degree

2013 - 2014

TSHWANE UNIVERSITY OF TECHNOLOGY  
• Bachelor's Degree

2009 - 2013

TSHWANE UNIVERSITY OF TECHNOLOGY  
• National Diploma

2006

MR MAMABOLO SECONDARY SCHOOL  
• UMALUSI

### CORE COMPETENCIES

- Project design Lead
- UX research / Data Analysis and Planing
- User Interface (UI) Design
- Wireframes, Prototypes & Storyboards
- SEO Best Practices & Web Accessibility and UX Testing
- Brand & Corporate Identity Alignment with Design System Creation
- Mentoring and Team Development
- Information Architecture (IA) & User Flows
- Agile & Cross-functional Teamwork
- Web & Mobile Responsive Design
- Stakeholder and Client Engagement

### PROFILE

Creative and detail-oriented UI/UX Designer with a strong track record in conceptualising and delivering high-quality, user-friendly designs that align with brand and corporate identity guidelines. Skilled at collaborating with internal and external stakeholders to create intuitive, accessible, and aesthetically engaging digital experiences. Proficient in wireframing, prototyping, and implementing SEO best practices, with a deep understanding of web accessibility and optimisation. Committed to staying ahead of trends and technologies to deliver secure, scalable, and impactful solutions.

### PROFESSIONAL EXPERIENCE

- **Lesedi Pfs (Placed at BMW SA)** 2017 - 2025  
UI/UX Designer
  - Conduct user research to understand behaviors, needs, and experiences then Collect, clean, and analyze qualitative and quantitative data then use insights from user testing, surveys, and analytics to improve product usability and performance.
  - Mentor and develop designers and teams to enhance craft, strategy, and execution while building design capability, culture, and talent across the organization.
  - Delivered wireframes, storyboards, user flows, and prototypes to visualize and refine design concepts before development.
  - Drive large-scale design innovation by evolving accessible, consistent, and scalable design systems, implementing governance and AI-driven workflows, and promoting AI adoption for growth opportunities.
  - Applied SEO best practices to optimise site content for higher search visibility and improved user engagement.
  - Regularly presented progress updates to clients, adjusting deliverables based on feedback and changing priorities.
  - Stayed abreast of the latest design trends, technologies, and web standards to ensure security, scalability, and efficiency.
- **EOH Microsoft** 2016 - 2017  
Graphic & Web Designer (UI/UX Focus)
  - Designed and developed visually compelling web pages and interfaces, balancing functionality with aesthetics.
  - Created intuitive navigation flows, process diagrams, and responsive layouts for web and mobile platforms.
  - Implemented brand guidelines consistently across all digital and print collateral.
  - Assisted in developing and maintaining the company's digital style guide.

# TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Sketch, Adobe Photoshop, Illustrator, InVision, Zeplin
- **Web Technologies:** HTML5, CSS3, SCSS, Angular CLI, JavaScript (basic), PHP, C#, WordPress (custom themes), Bootstrap
- **SEO & Analytics:** Google Analytics, Google Search Console, SEMrush (basic)
- **Methodologies:** Design Thinking, Agile/Scrum, Lean UX
- **Other:** Accessibility Standards (WCAG), Git (basic), Jira, Confluence

# PROJECTS

- **Corporate Website Redesign:** Improved UX through intuitive navigation, clean layout, and brand alignment.
- **UI/UX Style Guide Development:** Created reusable design systems to improve team efficiency.
- **Mobile App Prototype:** Designed and tested a cross-platform mobile experience for a fintech service.

# LANGUAGES

- English (Fluent)
- Sepedi (Fluent)
- Afrikaans (Basics)
- Zulu (Basics)

## Verpakt Management Services

2015 - 2016

### Developer/Web and Multimedia Designer

- Conceptualise and deliver creative, user-friendly design solutions in collaboration with internal and external clients.
- Execute all visual design stages, including wireframes, user flows, process flows, storyboards, and site maps.
- Optimise site content in line with SEO best practices, improving search visibility.
- Coordinate with Web Content Manager to meet publication schedules, prioritising urgent projects.
- Maintain awareness of the latest UI/UX design trends and web development practices.
- Collaborate on the SARB-compliant style guide, ensuring adherence to brand and CI guidelines.
- Establish design guidelines, best practices, and standards to ensure consistent and scalable solutions.

## Mmapro IT Solution (Microsoft EE)

2013 - 2015

### Developer/Web and Multimedia Designer

- Designed responsive web layouts and mobile interfaces tailored to diverse user needs.
- Produced wireframes, mock-ups, and prototypes to visualise project concepts.
- Collaborated with developers to ensure accurate and efficient design implementation.
- Assisted in creating brand identity materials, ensuring cohesive visuals across all digital touchpoints.
- Enhanced website SEO structure, resulting in improved page ranking.

# REFERENCE

## Katli Selwane

Previous Manager at BMW SA

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## Bronly Keny

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## Rasi Nesengane

Previous Manager at Mmapro IT

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