Mnoneleli Mbabala

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Experienced and dynamic Product Design Leader with over a decade of experience crafting transformative digital experiences across fintech, telecommunications, e-commerce, and agency environments. Leading cross-functional teams, driving strategic product outcomes, aligning business objectives with customer needs, and delivering impactful, scalable solutions. Advocating for inclusive, user-centered design and collaborative outcomes.

Leadership and Functional Experience Skills	Design Expertise	Design Tools
Driving Design Strategy	Product Design	Figma
Design Principles and Standards	Human-centred design	JIRA
Project Management	UX/UI Design	Miro
Team Leadership and Mentorship	Design Research	Mural
Design Team Operations & Management	Prototyping and Testing	Adobe
Cross-Functional Collaboration	Design Thinking methodology	Microsoft Suite

Work Experience

2022 - Present

Lead Product Designer

Capitec Bank

Responsible for leading a team of multi-skilled Designers, driving product design initiatives across various areas of the Business Bank. Aligning UX strategy with product goals and client needs

- Overseeing all product design efforts, spanning digital channels and business banking products.
- Developing design concepts and projects that align with business objectives and enhance the proposition strategy.
- Partnering with Business Owners and Product Managers to identify strategic opportunities for growth within the Capitec Bank experience.
- Driving the Business Bank design strategy from ideation to execution, ensuring value creation for both the business and its clients.
- Identifying areas for improvement within digital channels and products to maximize client and business impact.
- Planning, executing, and measuring customer journeys through research methodologies such as stakeholder interviews, focus groups, and analytics.
- Conducting and presenting competitive analyses and market research to refine design approaches.
- Supporting the Divisional Exco delivering best-in-class solutions by understanding, documenting, and interpreting business strategy. Define strategies for future enhancements aimed at improving user experience.
- Managing and prioritizing design-related backlog items for strategic and new functionality, alongside Product and Software Development Managers.
- Liaising with delivery teams and business stakeholders throughout the product development lifecycle.
- Working closely with development teams to uphold design standards and ensure seamless implementation
- Manage a 10 member design team across UX/UI, research, and UX Writers; foster high trust and collaboration
- Provided effective feedback and direction to the team.
- Assessed performance and provided career guidance to the team.
- Conducted and gave feedback in interviews for prospective candidates.

2019 – 2022

Product Design Ass. Manager

Accenture

- Led design as a discipline and practice, collaborating with user research and business design teams to create meaningful experiences.
- Uncovered users' needs through research, developed deep insights, generated concepts, and designed intuitive interactions for products and services.
- Communicated research findings, conceptual ideas, design strategy, and implementation plans.
- Developed design solutions and effectively articulated the reasoning and thought process.
- Drove a user-centered design process across all phases of development, from framing opportunities to coordinating implementation.

Highlights

UX/UI Design Lead – MTN (Mobile Financial Services)

- Led the design team and successful launch of four insurance products across MFS digital channels.
- Partnered with senior leaders and stakeholders to optimize experiences across all digital channels.
- Managed design team timelines, scope of work, and project delivery.

UX Design Lead – YEP Digital Marketplace

- Translated complex service design blueprints into seamless user experiences.
- Designed user flows, journeys, wireframes, and prototypes for web and mobile applications.
- Delivered an intuitive, high-impact YEP Digital Marketplace experience across web and app.

2018 – 2019

Senior Product Designer

Takealot

- Led projects in partnership with product owners and development teams to define, design, and deliver updates for existing and new products.
- Designed user interfaces for responsive web, iOS, and Android applications, ensuring seamless usability.
- Developed wireframes and prototypes to illustrate functionality and journey flows.
- Designed a self-service marketplace platform, enabling sellers to onboard and sell products efficiently within the e-commerce ecosystem.
- Managed product design system and style guide documentation to support developer implementation.

2017 – 2018

Senior UX/UI Designer

Mirum Agency

- Responsible for leading projects from concept development and research through to wireframing, prototyping, and final product execution.
- Designed UX and UI for responsive websites and applications, ensuring intuitive and seamless user experiences.
- Provided design reviews and strategic guidance to junior designers, enhancing project outcomes.
- Assisted Project Managers in scoping and planning projects to align with business and user goals.
- Mentored and trained junior designers, guiding them in conceptual development and design direction.

Previous Roles:

- Senior UX/UI Designer: Now Boarding Digital   2015 – 2017
- Digital Designer: Techsys Digital   2014 – 2015
- Digital Art Director: OFyt   2012 – 2014

Education

Red and Yellow Creative School of Business
Certificate in Art of Management Skills Development   2017 - 2018

Vega School of Branding
Advanced Diploma in Brand Innovation   2016 - 2018

Ruth Prowse School of Art
Diploma in Graphic Design   2008 - 2010

Courses and Further Education

IBM
Certification in Enterprise Design Thinking | Enterprise Design Thinking Practitioner   2024

Harvard Manage Mentor
Certificate in Business Acumen | Digital Intelligence | Strategic Thinking   2022

Accenture
Certificate in Leadership DNA Learn. Do. Lead Program   2021