



# LINCEMORE SHARARA

Senior Product Designer

As Product Designer with 6+ years designing products and working with global brands, I've learned to put users first. I love understanding what people need and turning those ideas into amazing experiences. What really motivates me is the transformative power of design in changing lives. My goal is to create designs that feel natural and make a real difference. After all, it's the users who decide if a product is great.

## DETAILS:

+27 76 312 0630

lincesharara@gmail.com

## SKILLS:

FIGMA

ADOBE SUITE

MIRO

MICROSOFT VISIO

JIRA

SLACK

AZURE BOARDS

MAZE

OPTIMAL WORKSHOP

HOTJAR

GOOGLE AND ADOBE ANALYTICS

HEURISTIC ANALYSIS

ACCESSIBILITY TESTING

UX RESEARCH

SERVICE DESIGN

SERVICE BLUEPRINT

INFORMATION ARCHITECTURE

FEATURE MAPPING

WIREFRAMING

PROTOTYPING

USER TESTING

A/B TESTING

SALESFORCE DESIGN

DESIGN SYSTEM

VISUAL DESIGN

WEB DESIGN

MOBILE DESIGN

HTML & CSS

## EDUCATIONAL QUALIFICATIONS

- Service Design, Interaction Design Foundation, 2024
- UX Management: Strategy and Tactics, Interaction Design Foundation, 2024
- Complete Web and Mobile Design Course, CSS and HTML| Udemy, 2019
- Figma UI UX Design Course| Udemy, 2019
- Advanced Level Studies, St Josephs, Mutare

## CAPABILITIES SUMMARY

- UX Audit using Heuristic Evaluation, CRO Audit and Accessibility Testing.
- User Research through Field Research, User Interviews, Surveys
- Stakeholder Interviews
- Persona and Customer Journey mapping
- Market and Competitor Analysis
- Information Architecture development, including site maps, user flows, and interaction models.
- UX Wireframes and Prototyping
- Usability Testing (A/B Testing, Remote Testing, Card Sorting, Tree Testing and Lab Testing)
- Atomic Design System and Style Guides
- Visual Designs
- Web Animations

## EXPERIENCE

### SENIOR UX/CX DESIGNER| VML (LEGACY WUNDERMAN THOMPSON)

May 2022-present

- Lead UX designer on local and global projects, collaborating with cross functional teams based in South Africa, Canada, Chile, UK, USA, Germany and China.
- Developing and costing client proposals as a subject matter expert, to secure new business.
- Redesigning websites, SaaS mobile and web applications.
- Planning & co-ordinating stakeholder interviews with VML's prestigious clients representatives.
- Conducting Market & Industry and Competitor Analysis on multiple projects.
- Creating Personas, Customer Journeys, Task Flows, IA, Wireframes and Prototypes to communicate design ideas and interaction concepts for projects.
- Usability Testing and validation.
- Effectively communicating design ideas and prototypes to developers for production.
- Developing design handbooks for other designers to reference.
- Mentoring and guiding junior UX designers, fostering a culture of consistent and exceptional user experiences across all areas of projects.

## **LEAD PRODUCT DESIGNER | ABSA BANK, SOUTH AFRICA**

May 2022–Nov 2022

- Leading the design of the innovative Private Wealth Customer Hub by leveraging external industry trends, best practices, and the vision of banking 5.0.
- Conducting user interviews to identify pain points and create personas
- Mapping process flows using Visio to address UX challenges and enhancing the user experience for ABSA customers.
- Collaborating closely with product and service teams to implement customer-centric solutions, ensuring alignment with ABSA's vision and strategic objectives.
- Identifying and validating the services required for end-to-end processes, collaborating with Solutions Architects and Developers to confirm the feasibility of proposed solutions to drive efficient implementation.
- Creating high-fidelity mock-ups and prototypes at various stages of the project, continuously iterating to achieve optimal solutions that align with user needs and business requirements.
- Conducting user testing sessions with bankers and service consultants to gather feedback and insights.
- Adapting designs based on feedback from bankers, service consultants, private assist and the design authority forum.
- Collaborating with Solution Analysts to translate insights into user stories on Agile Accelerator.
- Presenting production-ready process flows and prototypes to business stakeholders, actively seeking their feedback and obtaining sign-off to ensure successful project outcomes.
- Handing over designs to developers based in South Africa and India
- Contributing to the team's knowledge-building efforts by conducting continuous research, sharing insights, and success stories, fostering a culture of learning and growth.

## **UX DESIGNER | TELKOM GROUP (OPENSERVE), SOUTH AFRICA**

Jan 2021–March 2022

- Collaborated with the design team to implement new features on the Open-serve Connect App and website.
- User Research (competitive analysis and user interviews)
- Persona Mapping
- Customer Journeys
- Information Architecture development
- Creating High Fidelity UX Screens and prototyping on Figma
- Presenting designs to the developers and stakeholders.
- Reviewing and editing mock-ups according to the client's feedback.
- User Testing

## **FREELANCE UI/UX DESIGNER**

Feb 2017–Dec 2020

- Designing interfaces for both local start ups and global corporate brands.
- Collaborating with other designer, product managers and development teams on projects  
Creating assets for digital marketing channels, including social media campaigns, promo web, and online ads.
- Identifying and resolving UX problems on web application.
- Developed user-centric designs by aligning business requirements, conducting ongoing user research, and implementing user testing methodologies.
- Created user flows, wireframes, prototypes, and mock-ups to guide the design process and visualise user interactions.
- Contributing to brand design systems, incorporating design patterns and delivering visually appealing user interfaces.