

Wadzanayi Kim Bwanya | UX Designer

Portfolio: www.wadzanayi.co.zw

Contact: wadzanayi.bwanya@gmail.com

I'm a user experience (UX) professional with 7+ years of experience crafting technically scalable yet user-centric solutions. I blend my background in computer science with my visual design skills to help socially conscious organizations expand their capacity for impact.

SKILLS

User Interface Design; Product Design; Interaction Design; Wireframing; Visual Design; Rapid Prototyping; Usability Testing; Journey Mapping; Personas; User Flow Mapping; Information Architecture; Interviews; Surveys; Experience Strategy; Web Development

Tools

Figma; Adobe Creative Suite (XD, Illustrator, Photoshop); Miro; Pen & Paper; ChatGPT; HTML, CSS, Javascript; Wordpress

EXPERIENCE

Founder & UX Lead

BEEDESIGNED STUDIO, BULAWAYO, ZIMBABWE

JUNE 2018- PRESENT

- Leading a team of skilled designers in designing, developing, testing, and implementing user-centric B2C products.
- Working closely with stakeholders and clients, starting from product inception to completion, to ensure successful project delivery that meets business objectives and user needs.
- *Key accomplishment: Managing end-to-end product development for 20+ UX and UI projects.*

User Experience Engineer

GODADDY, SANTA CLARA, CALIFORNIA, USA

FEB 2022 - MAR 2022

- Collaborated with senior leaders at GoDaddy in UX Research, UX Design, and Software Engineering to design and develop a mental health and support services app
- *Key accomplishment: Successfully attracted the attention of a health organization, potentially impacting thousands of patients in Southern Africa*

Information Technology Intern

HEMS AFRICA ENGINEERING, BULAWAYO, ZIMBABWE

JULY 2017 - JUNE 2018

- Collaborated with the marketing and business departments to design and build the company website, ensuring a seamless user experience.
- Established and designed the IT department's cloud-based systems, streamlining operations and increasing efficiency.
- Trained users on business applications instilling a culture of customer-centricity and tech-savviness.

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- *Key accomplishment: Grew brand awareness with key audiences resulting in an increased lead generation of 100% within 10 months.*

Visual Designer

FREELANCE

JAN 2015 - JUNE 2018

- Created high-quality visual designs using software tools such as Adobe Creative Suite, including illustrations, logos, typography, and layout designs for web and print materials.
- Prepared and presented design concepts and ideas to clients for review and feedback, and making revisions based on their input.
- Coordinated with copywriters, web developers, and marketers to ensure that all aspects of the design projects are integrated and consistent.
- *Key accomplishment: I led visual design and digital illustration projects from concept through completion, delivering effective and engaging experiences for 50+ brands.*

EDUCATION

BSc Honors Degree in Computer Science

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY (NUST), ZIMBABWE

2015 - 2019

My thesis was a children's interactive game using machine learning to assess alleged child abuse victims.

Certificates and courses

- Techwomen Program | U.S. Department of State Bureau of Educational and Cultural Affairs (ECA) | March 2022
- Front-End Web UI Frameworks and Tools: Bootstrap 4 | Coursera | August 2021
- Interaction Design Fundamentals and Psychology of Interaction Design | Pluralsight | April 2020
- Study of the US Institutes (SUSI) on Civic Engagement | FIUTS | January 2019

OTHER ACCOMPLISHMENTS

Founded UX Zimbabwe | 2021

An online community for Zimbabwean user experience learners and leaders can exchange knowledge and collaborate

Co-founded Tea in 60 | 2020

A social enterprise focused on creating connections, opportunities and space for Zimbabwean girls and women in STEM. Produced 'Sibo the Engineer', a children's book series that teaches children about STEM careers.

Nominated for Forbes Africa 30 under 30 | 2018

References are available upon request.