

BAYANDA MSWELI

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ID No: 9406035127083
DOB: 03 June 1994
Nationality: South African
Ethnicity: African
Gender: Male

Driver's License: Code B

Profile

Dedicated and results-driven individual with a solid background in building and managing digital products. Proven expertise in UI/UX design, coupled with front-end web development skills and extensive experience in managing E-commerce platforms.

Skills

- Digital Design:** Figma Design, Figma Make, Adobe XD
- E Commerce:** WooCommerce, Shopify, WixCommerce, Magento (Adobe Commerce)
- Web Development:** Full Stack, Webflow, Bubble.io
- Project Management:** Agile SCRUM, Github, Asana, Atlassian
- Video Production:** iMove, Final Cut Pro, Capcut, Adobe Suite
- Social Media Management:** Facebook, Instagram, Twitter (X), Youtube

Work Experience

UI/UX Designer, Mettus

Sandton, August 2025 - Present

- Drive the end-to-end design and front-end development of digital platforms across multiple digital products, aligning aesthetics, usability and business objectives.
- Lead the creation and governance of the Mettus Design System, ensuring scalable, accessible and brand-consistent components across digital products.
- Translate complex workflows into intuitive user experiences through Figma and create responsive, WCAG standards compliant front-end architecture.
- Partner with cross-functional stakeholders to shape product strategy, streamline UX processes and accelerate delivery cycles.
- Mentor designers and developers in UI/UX best practices.

Digital Products Designer, Bayomedia

Pietermaritzburg, Jan 2019 - July 2025

- Collaborate with cross-functional teams to design and develop user-centered digital products using software such as Figma, InVision Studio, Adobe XD.
- Create wireframes and high-fidelity designs to convey design concepts and ensure intuitive user experiences and stunning user interfaces.
- Conduct user research and evaluate feedback through user stories.
- Implement modern design trends and best practices in the form of mock ups and prototypes to create visually appealing and engaging digital solutions.
- Developed visually appealing graphics, websites and e-commerce sites for corporate and social events using tools such as Webflow, Wordpress and Shopify.
- Manage and enhance e-commerce product listing assets, ensuring products are SEO friendly and store search function is optimized.

Events Marketing and Promoter, Bayomedia

Pietermaritzburg, Jan 2018 - Dec 2018

- Assist in planning and executing marketing strategies for B2B corporate events.
 - Coordinated promotional activities to increase event attendance and brand awareness.
 - Shoot and edit advertisement campaign for corporate clients.
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Graphic and Web Designer, OB Skwared

Durban, Mar 2016 - Dec 2018

- Enhanced older websites using HTML, CSS and JavaScript to become compatible with HTML5 functionalities and modern aesthetics.
- Managed multiple projects working in Agile SCRUM teams.

Content Developer, OB Skwared

Durban, Jan 2016 - Mar 2016

- Developed compelling and engaging social media content for various platforms including websites and blogs, Facebook, Instagram and Twitter as a marketing campaigns.
- Collaborated with designers and developers to integrate content seamlessly into projects.

Sales Assistant, Spitz

Pietermaritzburg, Dec 2014 - Jun 2015

- Provided excellent customer service and assisted customers in making purchasing decisions.
- Maintained product stock control and process incoming and outgoing orders.
- Actively participated in visual merchandising to enhance the overall store appearance.

Education

Google UX Design Professional Certificate

Coursera

Year Obtained: 2026

Web Developer Bootcamp

Udemy

Year Obtained: 2024

Course in Information Technology in Electronic-Commerce

University of South Africa (UNISA)

Year Obtained: 2015

National Senior Certificate

Kingsway High School

Year Obtained: 2012

Additional Experience

Freelance Videographer and Video Editor

- Produce high-quality videos for churches and individuals, ensuring effective storytelling and engaging visuals using Final Cut Pro and iMovie.
- Shoot motion and still images using DSLR cameras.

Consultant in Procurement and Logistics Management

- Assisted procurement companies in streamlining procurement and logistics processes.
- Assisted with compliance activities on platforms such as SARS eFiling, Central Supplier Database and CIPC eServices.

References

Available on Request