

**Malinge Dyasi's Resume**

Personal Details

**Cell Phone Number** +27 73 2189 465

**Email** itisthed@gmail.com

**Location** Johannesburg North, Gauteng (South Africa)

**Nationality** South Africa (ID: 8506126111085)

**Age** 33 (12 Jun 1985)

**EE/AA Status** African Male

**Driver's Licence** Light Vehicle

My Next Job

**Preferred Digital Marketing Designer**

Johannesburg Metro, Gauteng (South Africa)

Medical Aid, Pension Fund

Permanent Design Lead position

UI Design, UX Thinking, Digital Marketing, Information Technology, User Centricity

Career Summary

|  |  |  |
| --- | --- | --- |
| **Company** | **Position** | **Duration** |
| Standard Bank | Lead Designer | Aug 2015 – Current |
| ABSA | UI Designer | Aug 2014 – Aug 2015 |
| Gloo Digital | Digital Designer | Nov 2010 – May 2014 |
| Goozoo Reboot Investment Holdings | Digital Designer | Nov 2009 – Oct 2010 |
| Modern Genre | Multi Media Designer | Jan 2008 – Jan 2009 |

Skills

**Current**

**Expert/Specialist**

User Interface Design 10 to 15 years

**Extensive**

Mobile Interface Design 5 to 10 years

Art Direction 5 to 10 years

Concept Development 5 to 10 years

**Solid**

Digital Strategy 3 to 5 years

User Experience Design 3 to 5 years

Employment

**Aug 2015 – Current User Interface Designer (Standard Bank)**

Johannesburg Metro, Gauteng (South Africa)

Specialist Level position

I play a specialist user interface design role within the electronic application design space, ensuring the user centricity of bank applications providing the best possible solution specified by business requirements. My daily role is both to oversee and execute detailed design as well as to support Feature Analysts in performing their business function.

**Aug 2014 – Aug 2015 User Interface Designer (ABSA/Barclays Africa)**

Johannesburg Metro, Gauteng (South Africa)

Senior Level position

As the lead UI Designer in this space I focused on Human-Centred Design methodologies in product design and development with a deep focus on research and development of technologies around the user. I worked with the visual design teams in the bank to ensure bank corporate identity standards were adhered to, while optimising the aesthetics and visual usability of applications.

Reason for Leaving: Instability in company leadership

**Nov 2010 – May 2014 Digital Designer (Gloo Digital)**

Johannesburg Metro, Gauteng (South Africa)

Senior Level position

I was integral to the creative process as I played a pivotal role in the rollout, conception and design of ground breaking ideas. I developed experience connecting customers and brands through intuitive interfaces and trans-formative brand experiences, demonstrating a combination of web, phone, conceptual and design skills, always with strategic intent.

Reason for Leaving: Seeking a new challenge

**Nov 2009 – Oct 2010 Digital Designer (Goozoo Reboot Investment Holdings)**

Johannesburg Metro, Gauteng (South Africa)

Skilled Level position

I was responsible for the aesthetics of all  products for Goozoo, a software development company. I ensured that the UI and branding of the company was consistently of the highest quality across all digital touch points.

Reason for Leaving: Seeking growth

**Jan 2008 – Jan 2009 Multi Media Designer (Modern Genre)**

Johannesburg Metro, Gauteng (South Africa)

Junior Level position

I was responsible for the maintenance of the company website from a design point of view. This included Art Direction, video editing, conceptualizing and design implementation.

Reason for leaving: Seeking growth

Education

**Nov 2009 National Diploma in Multimedia**

**Diploma at University of Johannesburg (University)**

Johannesburg Metro, Gauteng (South Africa)

All relevant Multimedia subjects, including Multimedia Design, Multimedia Technology, Visualization Techniques, Contextual Studies, HCI

Languages

**Current**

Tswana–Speak

Sotho-Southern–Speak

Sotho-Northern–Speak

Zulu–Read, Write, Speak

Afrikaans–Read, Write, Speak

English–Read, Write, Speak

Xhosa–Read, Write, Speak

Achievements

**Aug 2010 – May 2014** x3 Loerie Craft Awards **(Gloo Digital)**