



Kobus Swartz

Senior UX/UI Designer

UX Strategy | UI Design | Digital Commerce | Design Systems

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PROFESSIONAL SUMMARY

Senior UX/UI and Product Design Leader with extensive experience shaping digital experiences that align customer needs, business objectives and product strategy. I bring a strong track record of leading end-to-end design across enterprise software, digital commerce and customer engagement platforms, with a focus on delivering scalable solutions that drive business value and elevate the customer experience.

I specialise in design strategy, complex user journeys, enterprise design systems and data-informed product design. Combining systems thinking with a deep understanding of user behaviour, I translate complex business challenges into intuitive, accessible and consistent digital experiences across multi-brand ecosystems. I am passionate about building design maturity, establishing best practices, mentoring designers and fostering a culture of collaboration, innovation and design excellence.

As a strategic partner to Product, Engineering and business leadership, I facilitate alignment across cross-functional teams, influence product direction and bridge the gap between customer needs and organisational goals. I bring a leadership mindset to every project, balancing vision with execution to deliver measurable outcomes, strengthen design processes and support long-term business growth. I also leverage AI-powered design tools to accelerate, improve efficiency and enhance the quality of decision-making.

CORE EXPERTISE

- Product Design Strategy & Leadership
- UX/UI Design & End-to-End Product Design
- Figma Expertise (Advanced Prototyping, Variables & Design Systems)
- Enterprise Design Systems & Design Tokens
- UX Strategy, User Research & Validation
- Interaction Design & Complex User Journeys
- Customer Journey Mapping & Experience Optimisation
- Systems Thinking & Scalable Design Solutions
- Design Leadership, Mentoring & Design Quality
- Stakeholder Management & Executive Communication
- Cross-Functional Team Leadership & Collaboration
- Data-Informed Design & Conversion Optimisation
- Accessibility Standards (WCAG)
- Enterprise Software & Digital Commerce
- Multi-Brand Platforms & Scalable Design Frameworks
- AI-Assisted Design & Workflow Optimisation

PROFESSIONAL EXPERIENCE

Munch Software

Senior UX /UI Product Design Lead

February 2024 - July 2026

Led end-to-end UX/UI and Product Design for high-traffic digital ordering and eCommerce platforms, creating intuitive, user-centred experiences that balance customer needs, business objectives and technical feasibility while improving engagement, usability and conversion.

- **UX/UI Design Leadership:** Led UX and UI design across complex digital products, defining user flows, information architecture, interaction patterns and visual design to deliver cohesive, intuitive experiences.
- **Product Strategy & Collaboration:** Partnered with Product Managers, Engineers and business stakeholders to shape product direction, translate business requirements into design solutions and align teams around shared objectives.
- **Enterprise Design Systems:** Developed and evolved scalable design systems, components, variables and design tokens to strengthen consistency, reusability and design efficiency across multi-brand platforms.
- **Research & Data-Informed Design:** Applied user research, usability testing, analytics and customer insights to validate design decisions, identify opportunities and drive continuous experience optimisation.
- **Customer Journey Optimisation:** Improved critical user journeys, including onboarding, account creation, checkout and post-purchase experiences, reducing friction and supporting stronger conversion outcomes.
- **Prototyping & Design Delivery:** Created high-fidelity UI designs, interactive Figma prototypes and detailed design specifications to communicate solutions, validate concepts and support seamless design-to-development handover.
- **Design Leadership & Mentorship:** Mentored designers, facilitated design reviews and promoted design best practices, quality standards and cross-functional collaboration to strengthen team performance and delivery.

Vectra Business Technologies

Head of UX & Design

July 2019 - January 2024

- Defined UX direction across enterprise digital products, embedding user-centred design practices into delivery teams.
- Improved consistency and usability by establishing design standards, review processes and collaborative design practices.
- Influenced product strategy through workshops, discovery sessions and stakeholder alignment activities.
- Delivered UX improvements across Magento eCommerce platforms, enhancing usability, performance and accessibility, and improving online conversions by over 30%.
- Created structured design documentation and reusable design assets to improve delivery efficiency.
- Partnered with Product and Engineering leaders to guide solution direction and scalability decisions.
- Developed Magento websites using PHP, MySQL, LESS, XML, jQuery, HTML & CSS.

Vaimo - South Africa

UX Designer & eCommerce Front-End Lead

September 2015 - June 2019

- Designed UX flows and interfaces for large-scale eCommerce platforms from discovery through implementation.
- Led Magento front-end development delivery, ensuring alignment between design intent and production output.
- Improved user experience through usability analysis and optimisation of existing eCommerce platforms.
- Facilitated client workshops, onboarding sessions and UX walkthroughs.
- Produced design specifications and documentation to support development teams.
- Built reusable front-end components and Magento themes to improve consistency and scalability.
- Developed Magento websites using PHP, MySQL, LESS, XML, jQuery, HTML & CSS.

Amalgamated Motor Retailers

Senior UX/UI Designer

September 2014 - August 2015

- Established UX practices within a newly formed digital team, improving consistency in design and usability.
- Designed and developed internal ERP-style systems supporting finance, HR, asset and lead management.
- Conducted UX research and system evaluations to identify improvement opportunities.
- Delivered websites, landing pages and digital marketing assets for customer acquisition.
- Implemented SEO improvements across multiple digital platforms.
- Supported staff training and onboarding on new digital systems.

Satinsky 128

Senior UX/UI Designer & Front-End Developer

November 2012 - August 2015

- Designed and developed business systems and web platforms using PHP, MySQL and front-end technologies.
- Built operational systems including CRM, HR and stock management tools.
- Delivered responsive front-end interfaces using HTML5, CSS3 and jQuery.
- Created digital marketing assets and campaign landing pages.
- Supported SEO initiatives and lead-generation strategies.
- Contributed to project planning and technical delivery support.

Nacqui Interactive

Front-End Lead Developer & Designer

November 2011 - October 2012

- Developed responsive front-end interfaces using HTML5 and CSS3.
- Translated UI designs into production-ready, standards-compliant code.
- Maintained CMS-driven websites and client content.
- Implemented interactive UI components using JavaScript and jQuery.
- Supported Agile delivery processes and SEO improvements.

Synchrony Web Solutions

Front-End Developer & Designer

November 2010 - November 2011

- Developed websites and CMS solutions using HTML, CSS, JavaScript and Flash.
- Built WordPress themes and DotNetNuke skins for client projects.
- Created newsletters and marketing assets for campaigns.
- Maintained client websites and digital content.
- Collaborated on front-end delivery and implementation.

CTU Career Campus

Lecturer / Tutor & In-House Designer

July 2009 - November 2010

- Delivered training in web development, design and multimedia.
- Taught HTML, CSS, JavaScript, PHP/MySQL, Adobe Suite and SEO fundamentals.
- Assessed student work and managed learning portfolios.
- Managed institutional websites and digital content.
- Supported internal design and digital communication needs.

DESIGN TOOLS

- Figma & FigJam
- Sketch
- Miro
- Adobe Creative Cloud
- Jira & Confluence
- Google Analytics
- Hotjar
- Notion

TECHNICAL KNOWLEDGE

- HTML5, CSS3 & JavaScript
- PHP & MySQL
- Responsive Web Design
- Magento 1, 2 & WordPress
- SEO Fundamentals
- Web Accessibility (WCAG)

CERTIFICATIONS & PROFESSIONAL TRAINING

Web & Digital Certifications

- CIW Foundation, Site Designer, eCommerce Specialist, Master CIW Designer
- Adobe Certified Web Specialist

Adobe Certified Expert

- Photoshop
- Dreamweaver
- Flash
- Acrobat

Training & Assessment Qualifications

- CTT+ Training & Assessors Certification