

# Ashton Anesu Mangisai

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## **PROFESSIONAL SUMMARY:**

Award-winning UX/UI Designer with 8+ years transforming complex systems into intuitive interfaces for EdTech, healthcare, SaaS, and IoT. Delivered 23% usability improvements for Meta Global Award-winning platform Tuma Kerri. Proven expertise in agile workflows, defense R&D, and Lean UX methodologies. Passionate about user-first, data-driven solutions.

## **TECHNICAL SKILLS:**

1. UX/UI: User Personas, Usability Testing, UX Strategy, Prototyping (Figma), Wireframing, Design Systems, Typography, Iconography, Interaction Design and Accessibility (WCAG).
2. Front End Knowledge: HTML, CSS, JavaScript (foundational understanding of constraints and handoff to developers)
3. Tools: Figma, Adobe Creative Suite, Lean Six Sigma, Agile/Scrum

## **PROFESSIONAL EXPERIENCE:**

### **UX UI Designer** | Darozvi Studios - Zimbabwe | Sep 2023 – present

- Identified usability gaps in startup platforms like Tuma Kerri, through iterative user research and prototyping, boosting engagement by 23%, winning the Meta Global Award, 2021.
- Conducted usability testing for 5+ startups, aligning prototypes with user needs to increase onboarding rates by 12%.
- Streamlined design workflows using agile methodologies and Figma, reducing project turnaround time by 20%

### **Creative Designer** | Darozvi Studios - Zimbabwe | Jun 2021 – Aug 2023

- Implemented Lean principles to eliminate bottlenecks in client projects, cutting waiting time by 23%.
- Streamlined internal cross-functional team workflows, reducing process inefficiencies and saving \$3,500 annually.
- Reduced customer complaints by 33% through A3 root cause analysis of social media and touchpoint feedback.

### **UX/UI Defense & Aerospace R&D** | Classified Client (NDA) | Apr 2017 – May 2021

- Overhauled legacy tactical interfaces for mission-critical systems using Lean UX and rapid prototyping, enhancing system efficiency by 27%, under high-pressure conditions.
- Collaborated with engineers to optimize real-time communication workflows, reducing user errors by 15%.

### **Cofounder & Junior Graphic Designer** | Darozvi Studios - Zimbabwe | Sep 2016 – Mar 2017

- Co-founded and grew Darozvi Studios, a media startup, which went on and created over 60 brands across 7 countries.
- Created visual content, collaborated with senior designers using design software like Adobe Suite, and ensured projects met desired 100% on-time delivery.

### **Electronics UX/UI Designer** | Formula Student Racing - South Africa | Feb 2013 – Dec 2014

- Led a multidisciplinary team of engineers, designers, and developers to design a Formula Student race car from concept to competition in Hockenheimring, Germany in 2013.
- Redesigned cockpit dashboards to address driver inefficiencies, securing 2nd place in 2013.

## **EDUCATION:**

1. UX/UI & Graphic Design Specialization | California Institute of the Arts (U.S.A) | Sep 2024
2. B.Tech in Electrical Engineering (**Cum Laude**) | Nelson Mandela University, South Africa | Dec 2015

## **CERTIFICATIONS AND TRAINING:**

- Certified LEAN Six Sigma Green Belt | Six Sigma Academy, *Netherlands* | Oct 2023
- Project Management Essentials | University of Adelaide, *Australia* | Mar 2023
- Agile and Scrum Essentials | IBM, *USA* | Mar 2023

## **AWARDS AND RECOGNITIONS:**

- Runner-Up, POTRAZ Innovation Drive Challenge, (Courier App Design) | 2024
- Key Designer, Tuma Kerri, META Global Award (Business Innovation) | 2021
- Winner, Academic Excellence, Nelson Mandela University School of Engineering | 2011 - 2015

## **LANGUAGES**

1. English – Native/Fluent (TESOL Certified)
2. Shona – Native
3. Ndebele/isiXhosa – Conversational
4. German – Basic