

# Ashton Anesu

*UX UI Designer*

<https://anesux.com>



“

Throughout my career, I have always aimed at letting my individual passion and enthusiasm shine. However, I thrive best when collaborating within a team.

”

## AWARDS

- 2024 Postal & Courier Hackathon (Zimbabwe)

## EDUCATION

- UX UI Specialization  
(California Institute of the Arts - USA)
- Graphics Design Specialization  
(California Institute of the Arts - USA)
- BTech Electrical Engineering (**cum laude**)  
(Nelson Mandela University - South Africa)

## SKILLS

- **UX/UI:** User personas, Usability Testing, Prototyping
- Wireframing, Design systems, UX Strategy, Typography,
- Accessibility (WCAG), Interaction Design
- **Front End Knowledge:** HTML, CSS, JS (basic)
- **TOOLS:** Figma, Adobe Suite, Lean Six Sigma, Agile

## CERTIFICATION

- Lean Six Sigma Greenbelt (Six Sigma Academy Amsterdam)
- 120-Hour TESOL Certificate (World TESOL Academy)

## EXPERIENCE



Ashton Anesu Mangisai



ashton@anesux.com



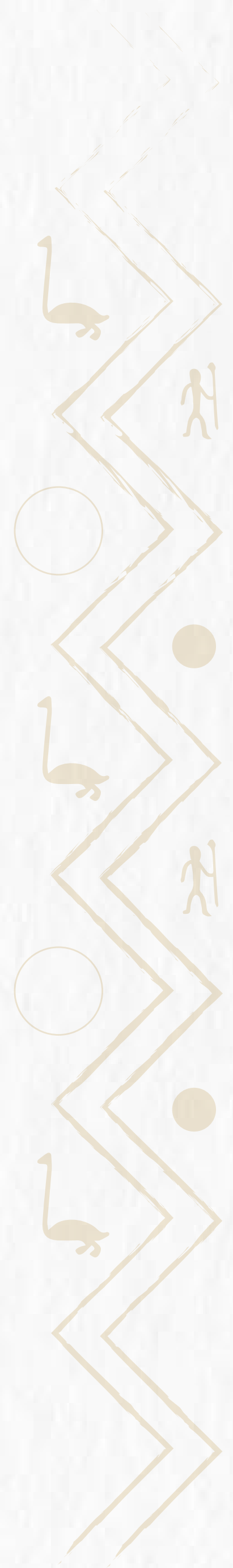
+263776474368



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CLIENTS



## TESTIMONIALS

Ashton is an exceptional designer with an eye for business. His designs are always centred at addressing user needs and creating value for the business he is designing for

*Colin the Catalyst (Product Designer)*

A leader par excellence, great at conflict resolution and for execution. When you need things done, and done well, he is your guy to call. He is dependable.

*Andrew Sithole (CEO & Founder, EduKatalyst)*

An incredible asset to any team, both established and new. His ways of communicating are exceptional and he always works hard to find a solution. He always says, "There should be another way"

*Einstein Makuyana (CEO, Blitztech Electronics)*



## TOOLS



Design  
Prototyping  
Ideation



Publishing  
Composition  
Editing



Modeling  
Animation  
Texturing

*Basic understanding of HTML, CSS, Javascript.  
Proficient user of both Windows and Mac OS.  
I speak English, Shona, basic Xhosa, Ndebele  
and I am learning German for fun.*

## PROJECTS

1

### **ZIMPUDO** [Mobile + Web App]

*a digital post and courier platform with enhanced security and tracking*

2

### **kwaMbuya** [Mobile App]

*traditional food restaurant based in Harare, Zimbabwe.*

3

### **EduKatalyst** [Mobile + Web App]

*an A.I powered interactive online learning platform for learners to do revisions, track progress and take exams.*

4

### **Other Projects** [Design, Branding etc.]

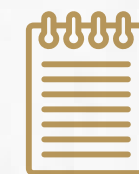
*a modern day way of design with my core values set to create brands rooted deep in African culture and identity.*





## STAKEHOLDERS

Product Manager, Developers, Company C-level, Local Postal and Telecomms Regulator



## BACKGROUND

ZIMPUDO, a digital postal and courier platform in Zimbabwe, seeks to modernize traditional mail and package delivery with an efficient online experience. The challenge is to create a user-friendly solution for tracking, scheduling, and communication, addressing local needs while setting a new standard for postal services in the region.



## OBJECTIVE

Develop an end-to-end postal and courier platform for ZIMPUDO to address inefficiencies in traditional systems. This solution will streamline operations such as tracking and scheduling, enhancing the overall user experience and satisfaction in Zimbabwe.



## MY ROLE

UX UI Designer. I was involved from ideation, brainstorming, user journey, competitor analysis, site mapping, UI Design and iterations as well as pitching for the competition.



## PAINPOINTS



### Difficulty Tracking Deliveries:

Difficulty Tracking Deliveries: Users may struggle to access real-time updates on their packages due to inefficient or unclear tracking systems. This leads to uncertainty and frustration regarding delivery statuses.



### Complex Scheduling Process:

Booking pickups or deliveries might involve cumbersome steps, poor navigation, or unclear instructions, making it time-consuming and inconvenient for users.



### Lack of Customer Support:

Limited or unresponsive customer service can make it hard for users to resolve issues, such as lost packages or delayed deliveries, creating dissatisfaction and eroding trust.



### Limited Accessibility:

The platform might not cater to diverse user needs, such as offline access, multilingual support, or compatibility with low-end devices, leaving certain groups underserved.

### User Personas



**Lloyd Chimuti** (33) Business owner

- Founder of Gmax Electronics
- Sells computers and phones and couriers them to his customers around the country
- Bachelor's Degree in Electronics Engineering
- Has no time to wait in queues to send packages
- His company is not too big so he handles deliveries himself
- Stays in Harare
- Single

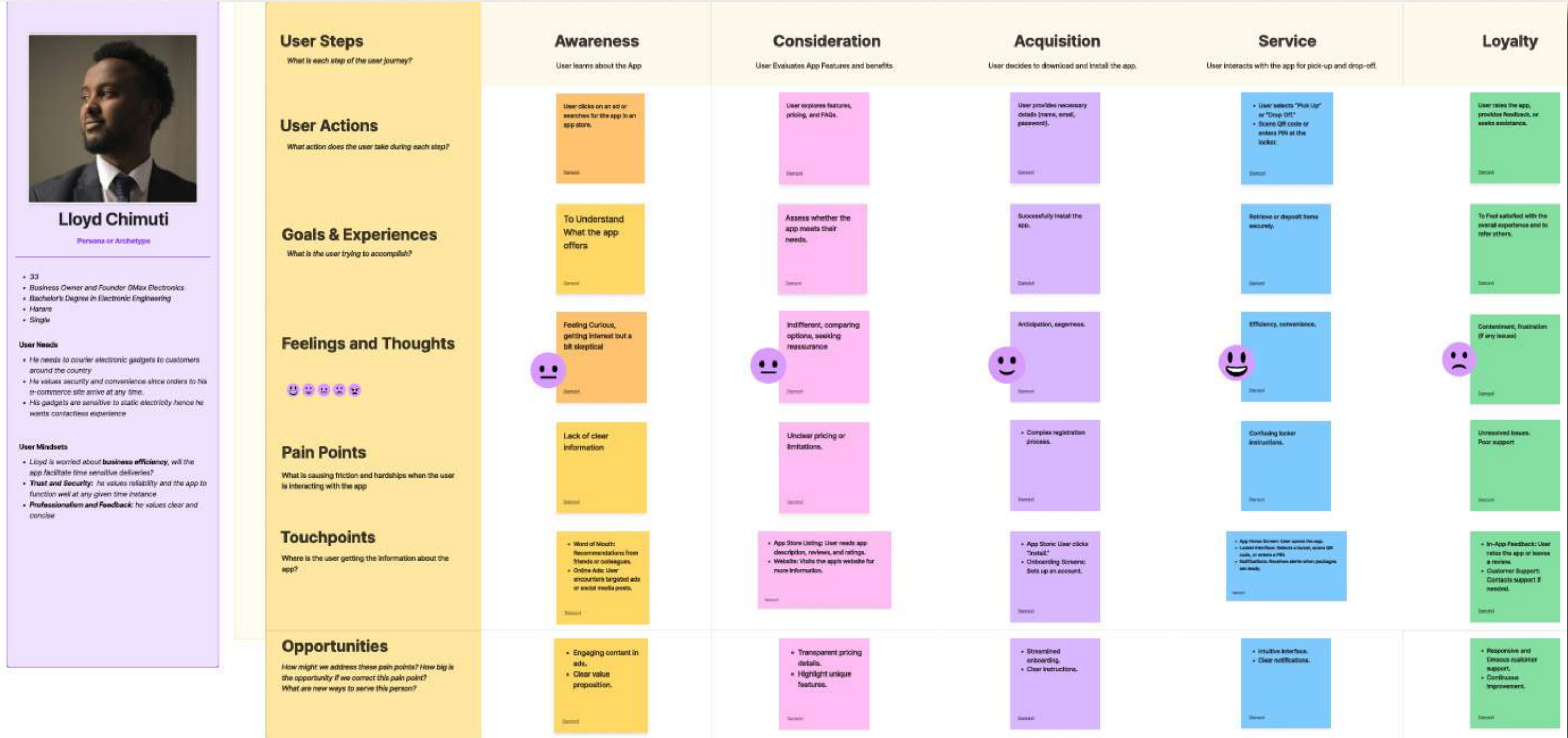


**Tendai Mutema** (23) University Student

- Studying Psychology at the Africa University
- Studies are overwhelming and she is always studying
- She wants to send birthday gifts to friends around the country
- In a relationship with a high school sweetheart
- She enjoys coloring games and Netflix and chill when not studying
- Stays in Mutare



# USER JOURNEY



We observed that Lloyd Chimuti values business efficiency, security, and convenience, especially for his e-commerce operations. His main concerns include trust in the app's reliability, clear information, and a seamless user experience.

Addressing his pain points, such as unclear pricing and complex processes, will be key to meeting his needs.



## OUTLINE OF SCOPE

### Content Requirements

Content (text, images, video) that the user will need.

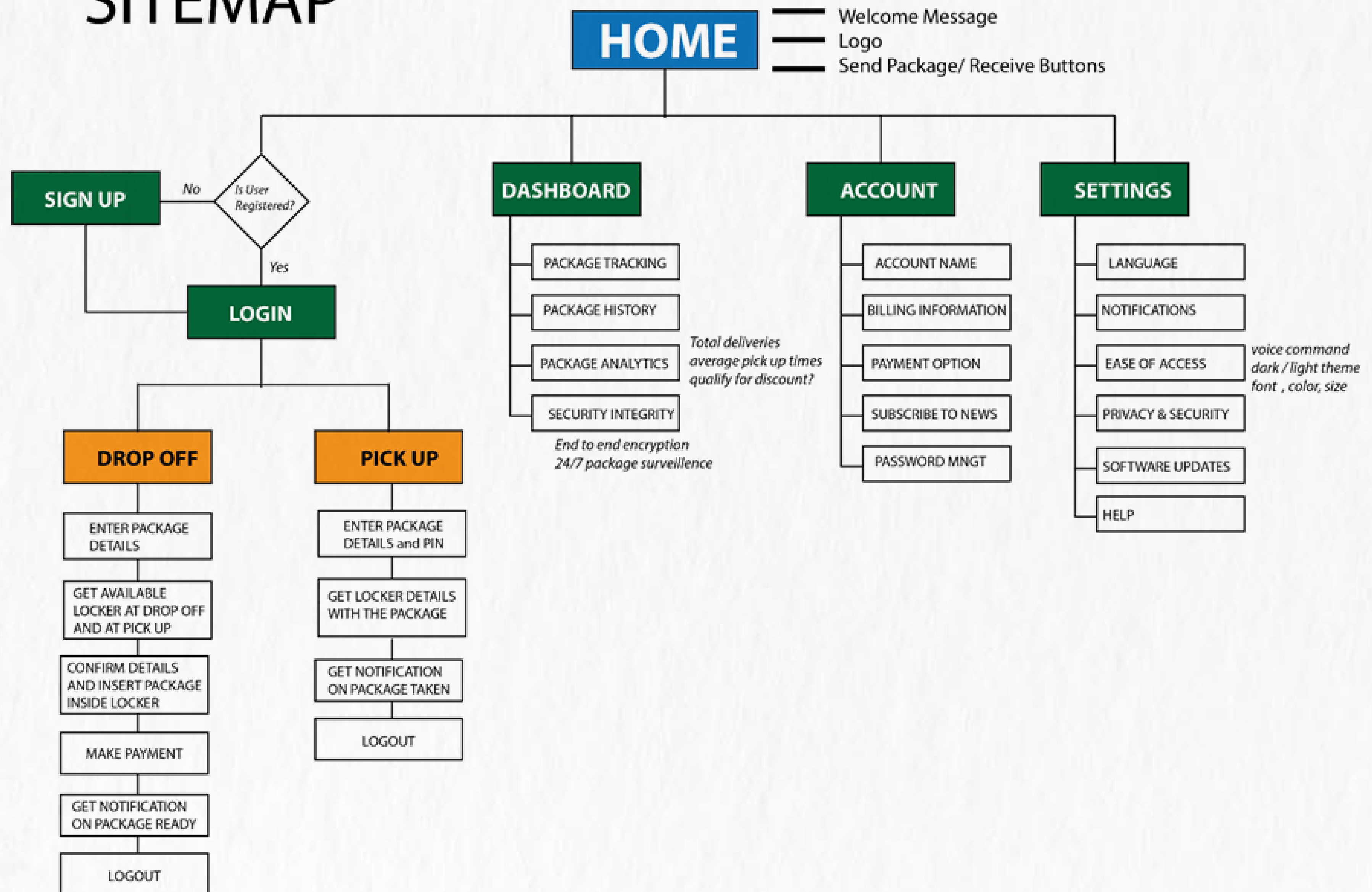
- Users (sender, receiver) will need images showing different Locker sizes available for choice to use
- Show multiple lockers are available
- Promotion and discount messages
- Text describing the package (volume and weight)
- Text or video explain how the app works
- Reviews of the app and the service
- Know more about the service and what is offered
- Contact in case of issues
- Ability to rate the service and give reviews

### Functionality Requirements

Systems that will allow the user accomplish tasks.

- Get help via a LIVE CHAT feature at any time
- Pick the available locker both receive and send sides
- Login and authenticate the credentials
- Make secure payment using multiple currencies
- Get offers and promos
- Tracking ability using GPS
- Send notifications for package sending and reception

# SITEMAP







## OUTCOME



### Real Time Tracking

Users gained confidence and reassurance after the introduction of a real-time tracking system. Customer inquiries about package statuses significantly declined, reflecting improved trust in the platform.



### Simplified Scheduling Process

The simplified scheduling process made it easier and faster for users to book pickups or deliveries. This led to a noticeable increase in repeat bookings and positive word-of-mouth recommendations.



### Responsive Customer Support

Customer support resolved issues more quickly, improving user satisfaction. Many users highlighted the excellent support as a reason for staying on the platform despite occasional problems.



### Improved Accessibility

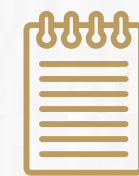
Enhancing accessibility attracted a diverse user base, including those previously underserved. The platform experienced increased engagement and revenue, particularly from regions with unique needs.





## STAKEHOLDERS

Product Manager, Restaurant Owner



## BACKGROUND

Busy individuals in eastern Harare seek a convenient way to order authentic African traditional meals. The platform must allow users to customize their meals, selecting starches, relishes, and optional game meat. It should embody cultural heritage and evoke a sense of royalty.



## OBJECTIVE

The goal is to design an intuitive and culturally rich digital experience that reflects the authenticity and premium service of the restaurant.



## MY ROLE

User Interface Designer. I was involved from mood board creation, selecting the color palette and creating the general design assets

## DEFINING NEEDS

### User Needs

The WEB app needs to enable the user to

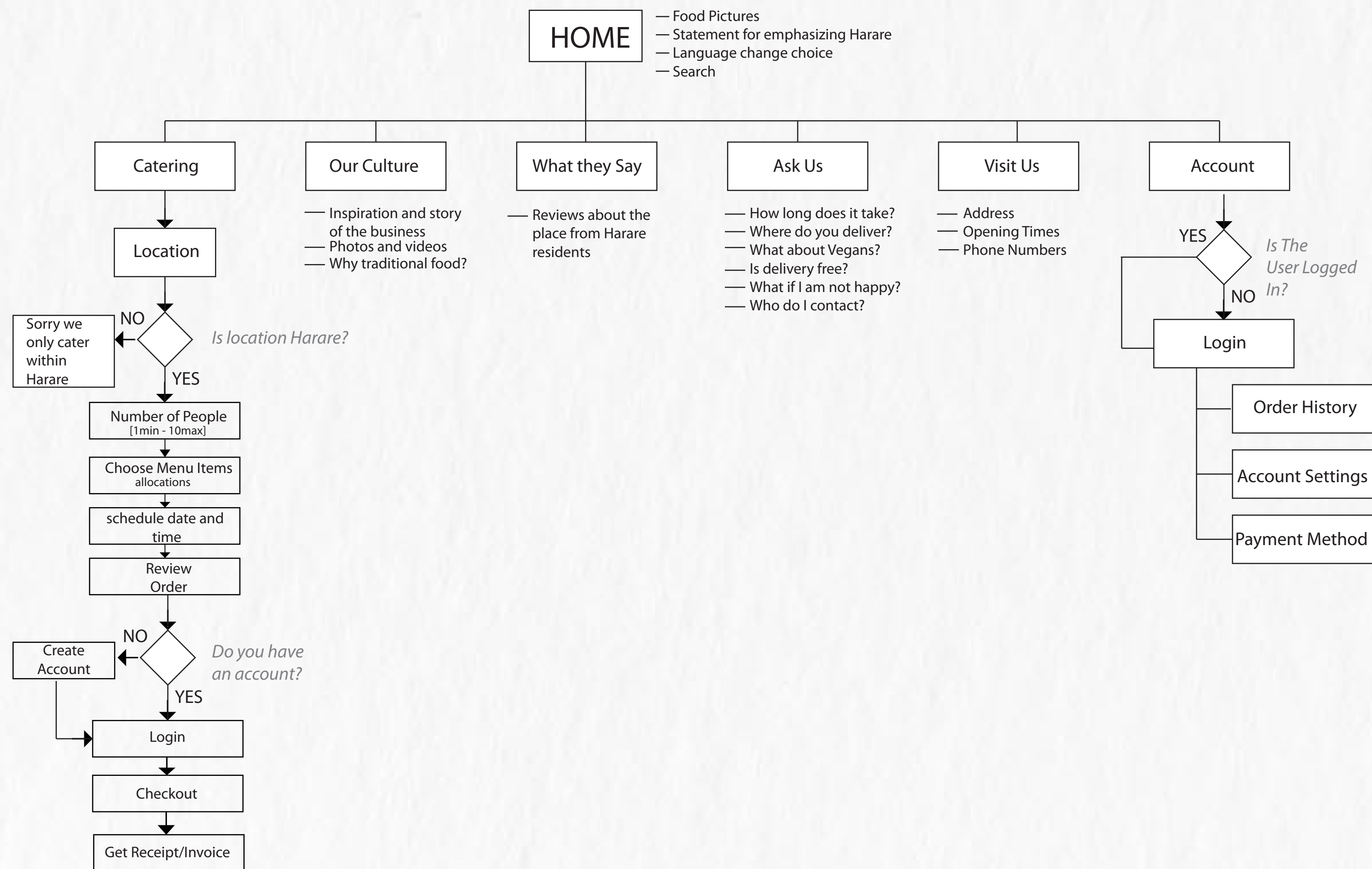
- Be able to search for a popular cuisine
- Be able to customize their own meal, adding different ingredients and combinations
- Be able to reserve a whole table or sitting places
- Schedule orders at least a week in advance
- View past order history for future events
- Choose delivery options
- Get help when stuck or when order is delayed or to make changes to the order

### Client Needs

The WEB app needs to enable the client to

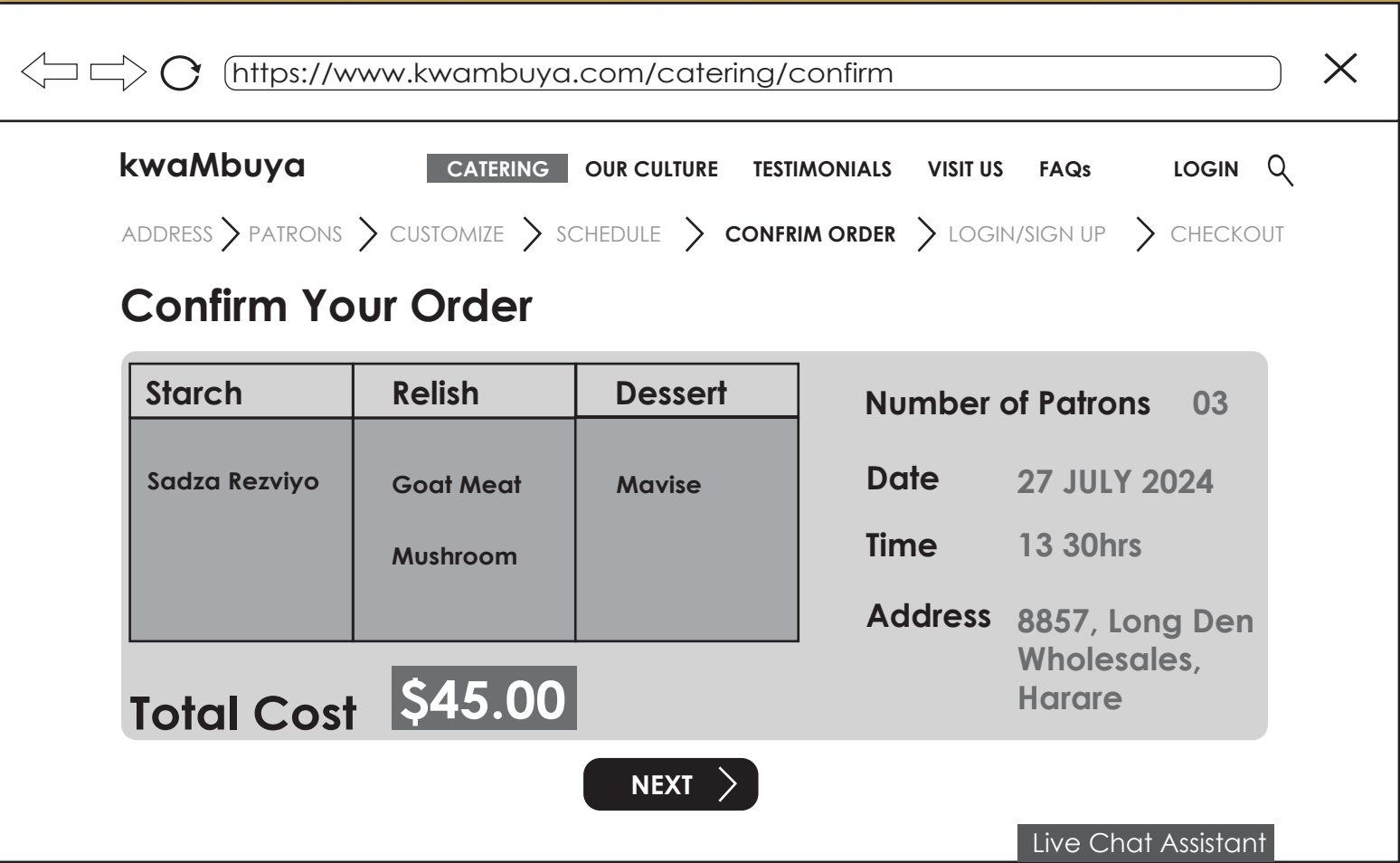
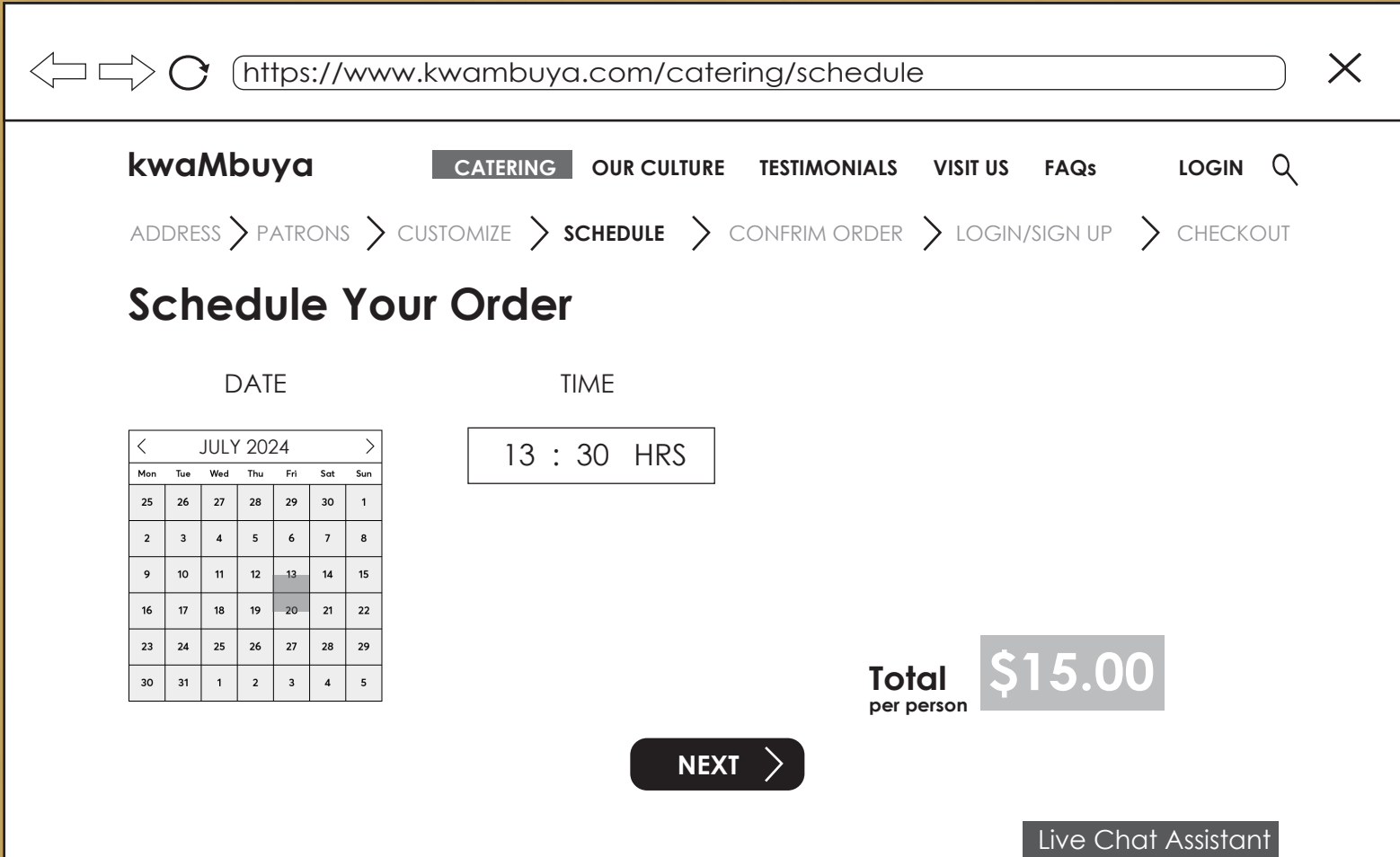
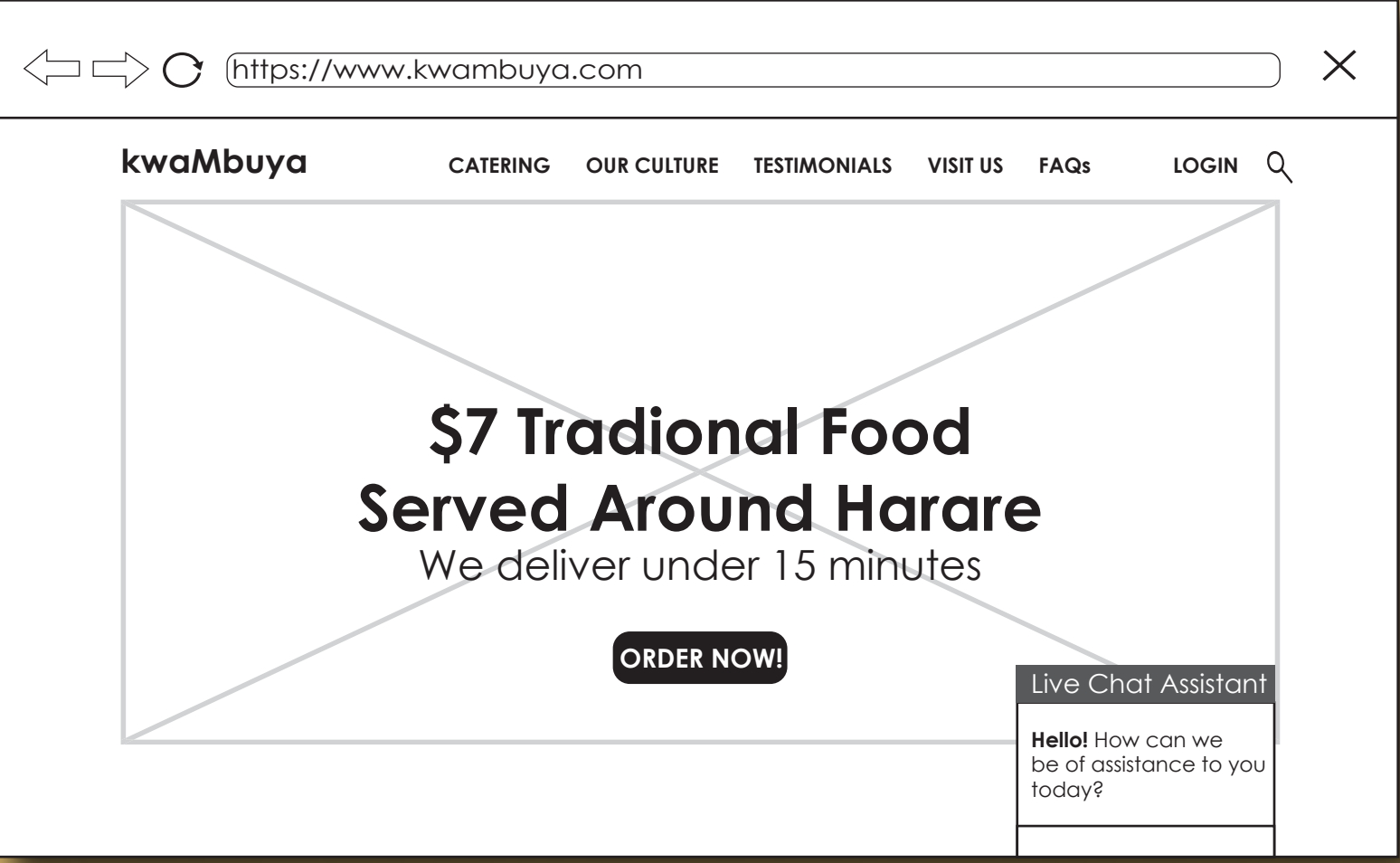
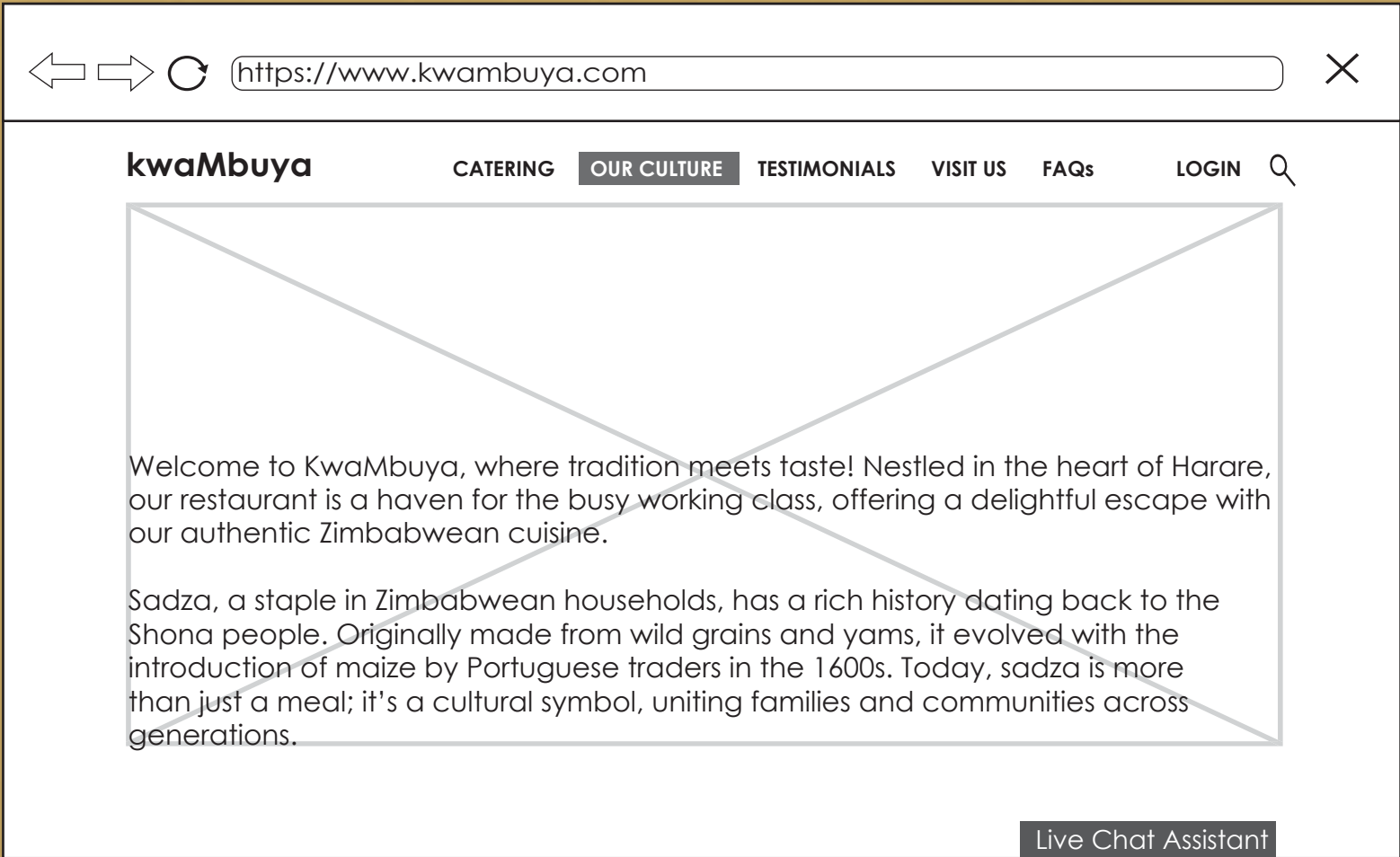
- Be sell food online which can be customizable
- Provide a secure payment system that is widely used
- Appear traditional and cultural but classy
- Communicate efficiency
- Communicate oneness and family
- Communicate consistency

# SITEMAP



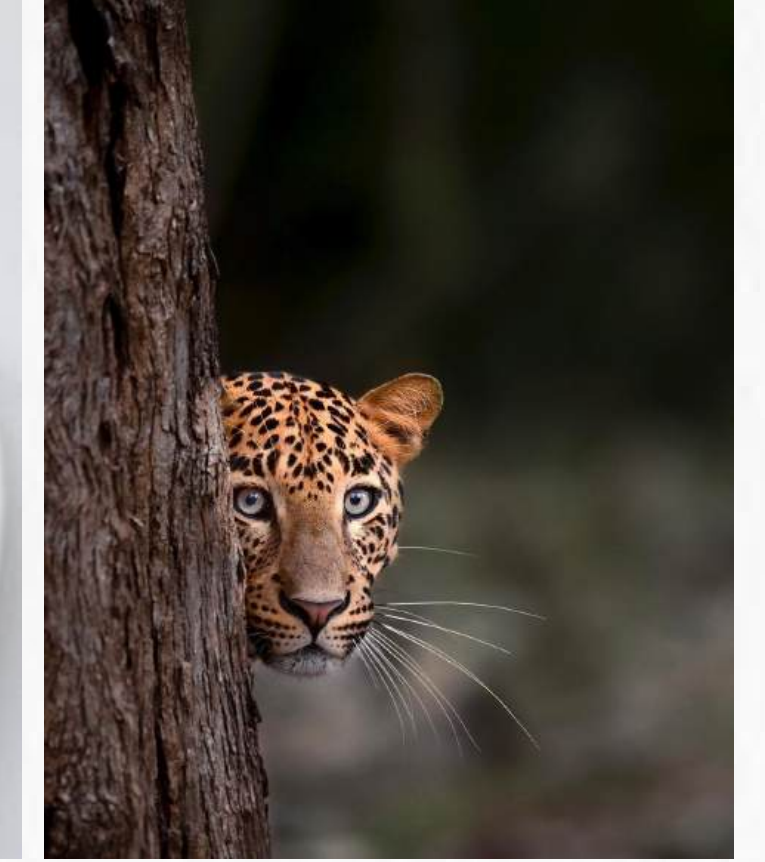


WIREFRAMES





## MOODBOARD & COLORS



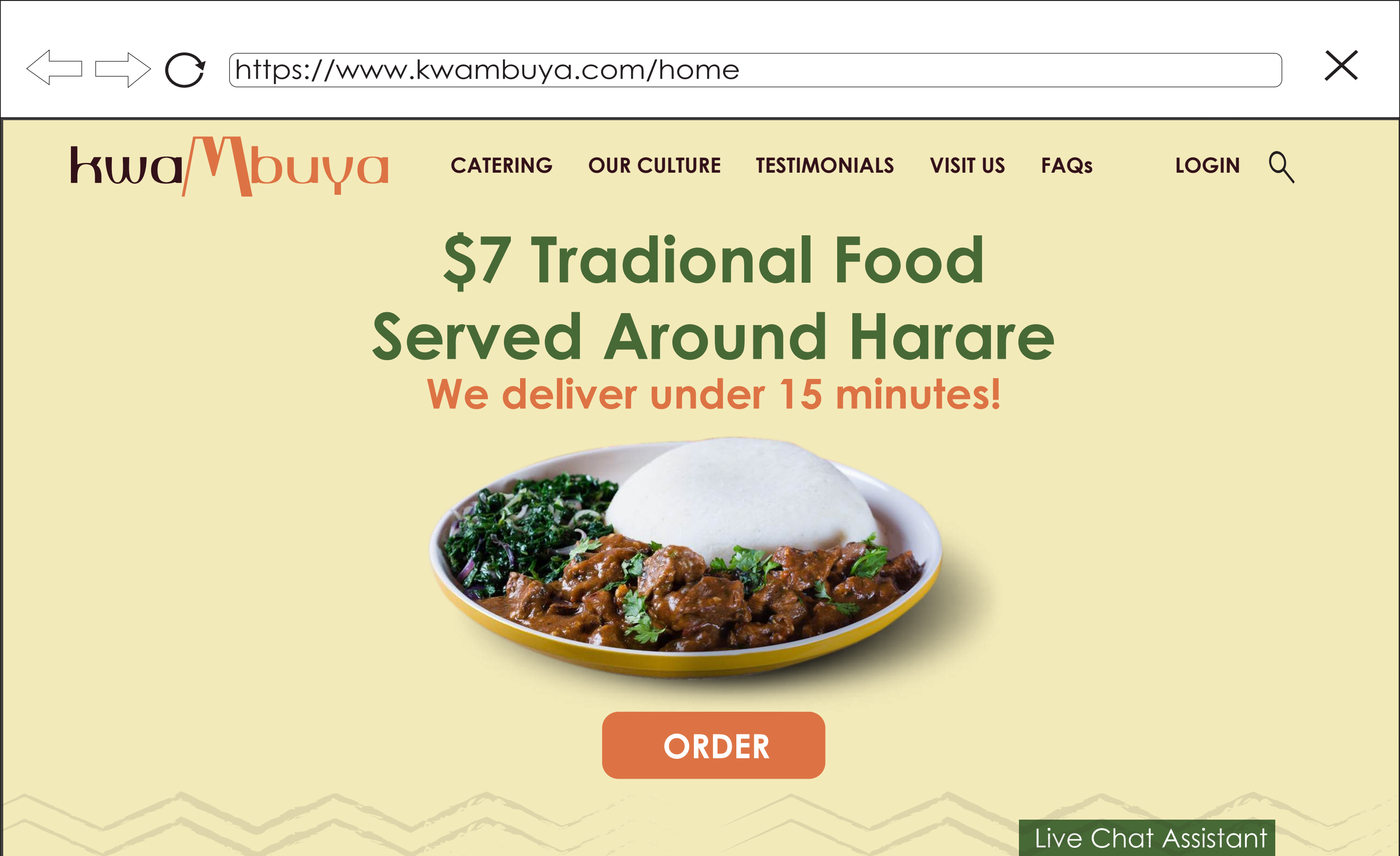
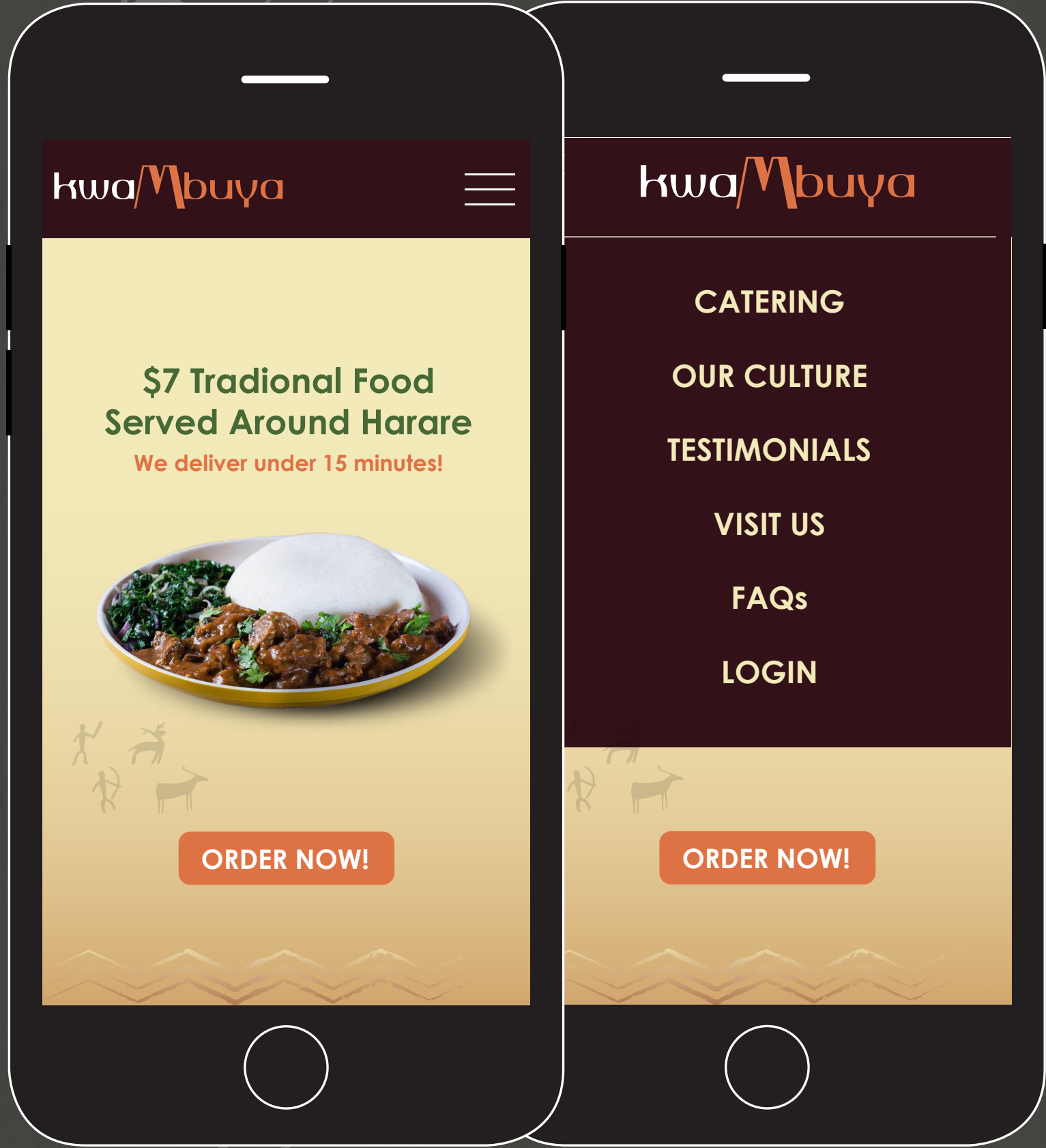
The safari of Zimbabwe  
The rich sadza of Zimbabwe

The chevron pattern on the rocks  
The rock paintings

The green vegetation of the wild  
The beautiful sunsets



OUTCOME







### STAKEHOLDERS

Product Manager, Software Develops, Teaching Assistant, Marketing Officer



### BACKGROUND

Students face challenges with effective revision, real-time assessment, and tracking academic progress. Traditional study methods lack personalization, instant feedback, and data-driven insights, making learning inefficient. Edukatalyst provides an AI-powered platform for real-time assessments, tailored revision plans, and progress tracking.



### OBJECTIVE

The goal is to design intuitive, AI-driven platform that enables students to seamlessly revise, receive real-time assessments, and track their academic progress through personalized learning experiences, ensure the interface is engaging, accessible, and user-friendly.



### MY ROLE

User Interface Design and branding ensuring a clean, modern, and motivating interface that aligns with the Edukatalyst brand identity.



## T Text

- Readability and Legibility
- Hierarchy and Clarity
- Compatibility & Performance
- Accessibility & Inclusivity
- Aesthetic & Brand Alignment

## Color Palette

- Psychological Impact & Engagement
- Accessibility & Readability
- Visual Hierarchy & Clarity
- Emotional Balance & Cognitive Load
- Brand Identity & Consistency

## Buttons & Icons

- Clarity & Visibility
- Size & Tap/Click Target
- Color & Hierarchy
- Feedback & Interaction
- Accessibility & Usability

## ASSETS

Typeface: Inter

Heading (h1)

Heading (h2)

Heading (h3)

Typeface weights:

Heading (h3) - Thin

Heading (h3) - Light

Heading (h3) - Medium

Heading (h3) - Bold

Heading (h3) - Extra Bold

Heading (h3) - Black



### Neutrals

maintain clarity and readability while preventing visual clutter.

### Accent Colors

add warmth and contrast to prevent the UI from feeling too cold or overly corporate.

### Primary Colors

provide a solid foundation for branding and navigation elements.

### Sizes

Large - 160 x 56

Sign Up

### States

Default

Medium - 140 x 36

Cancel

Hover

Selected

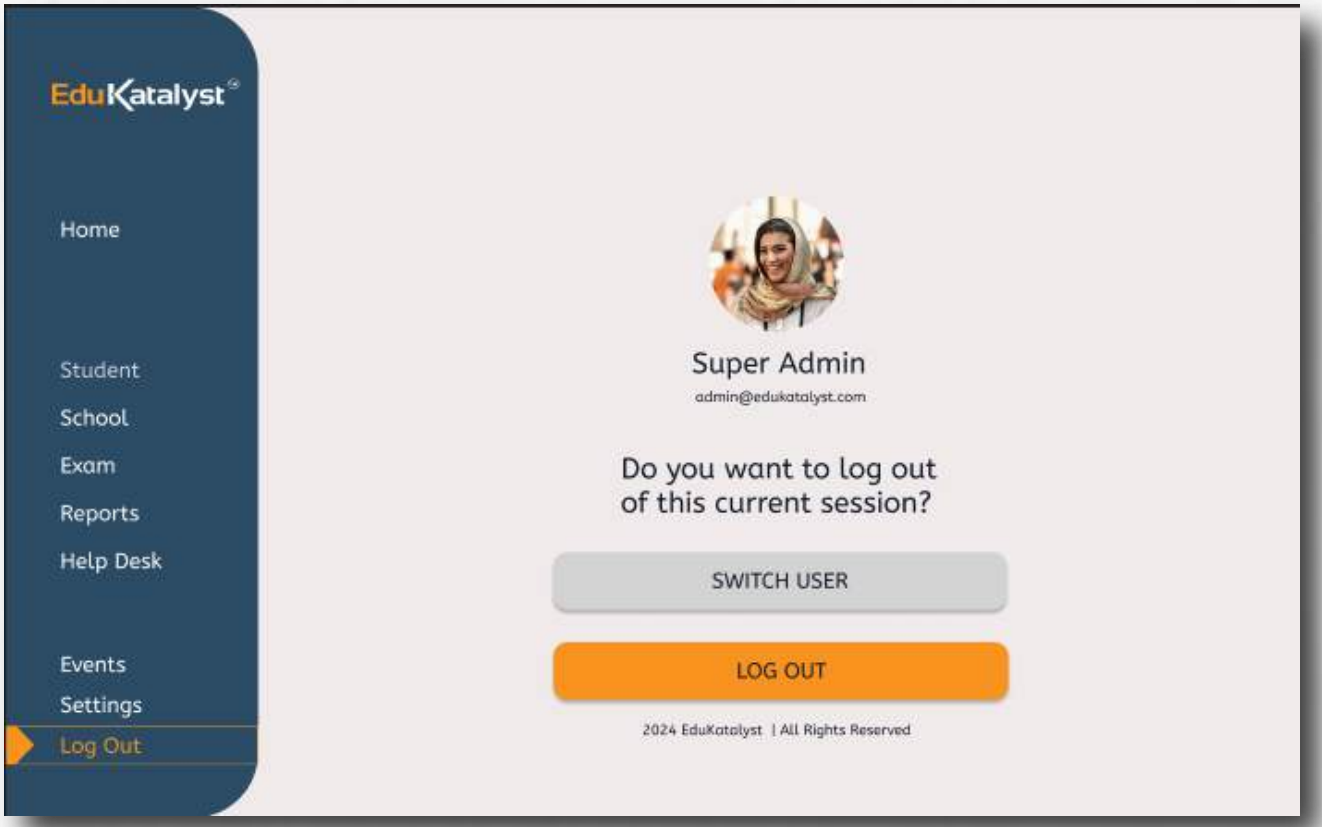
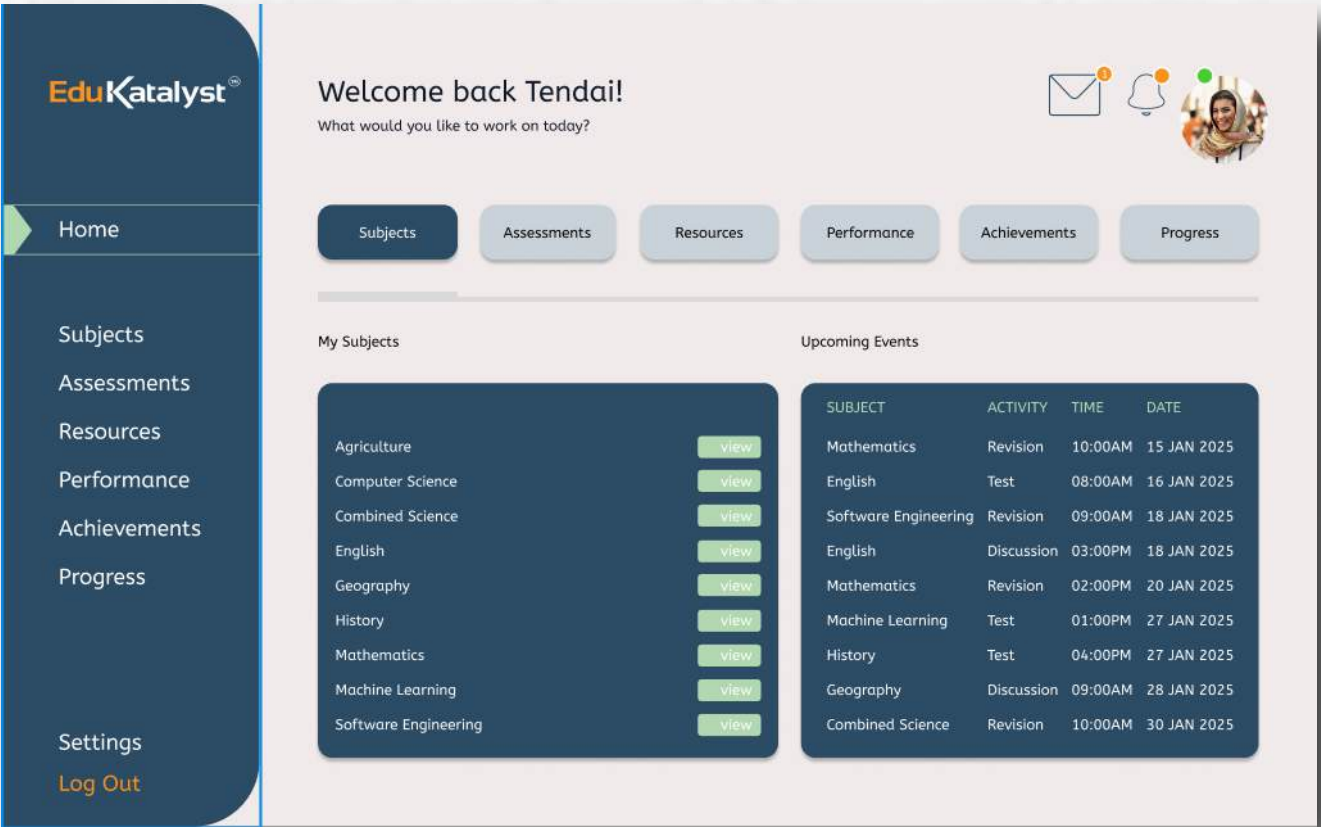
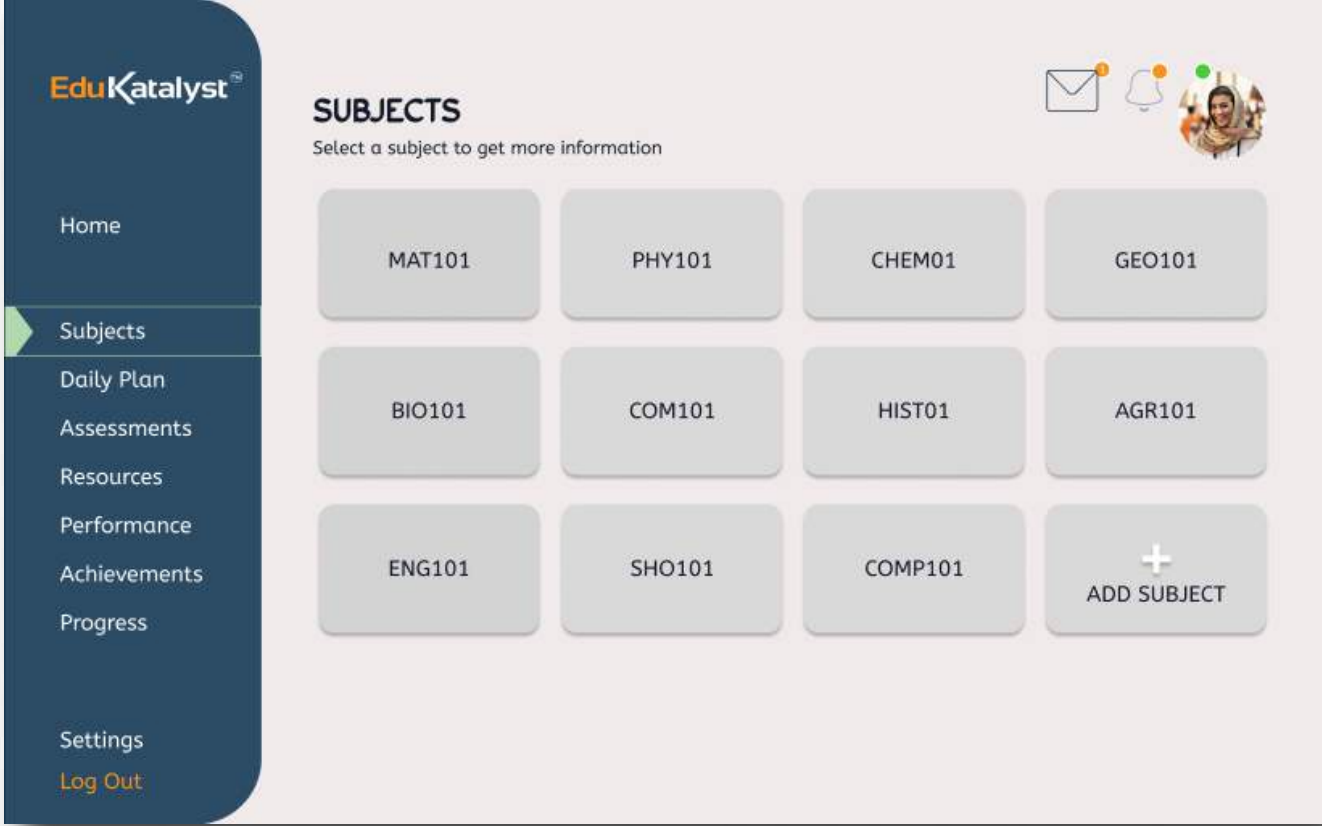
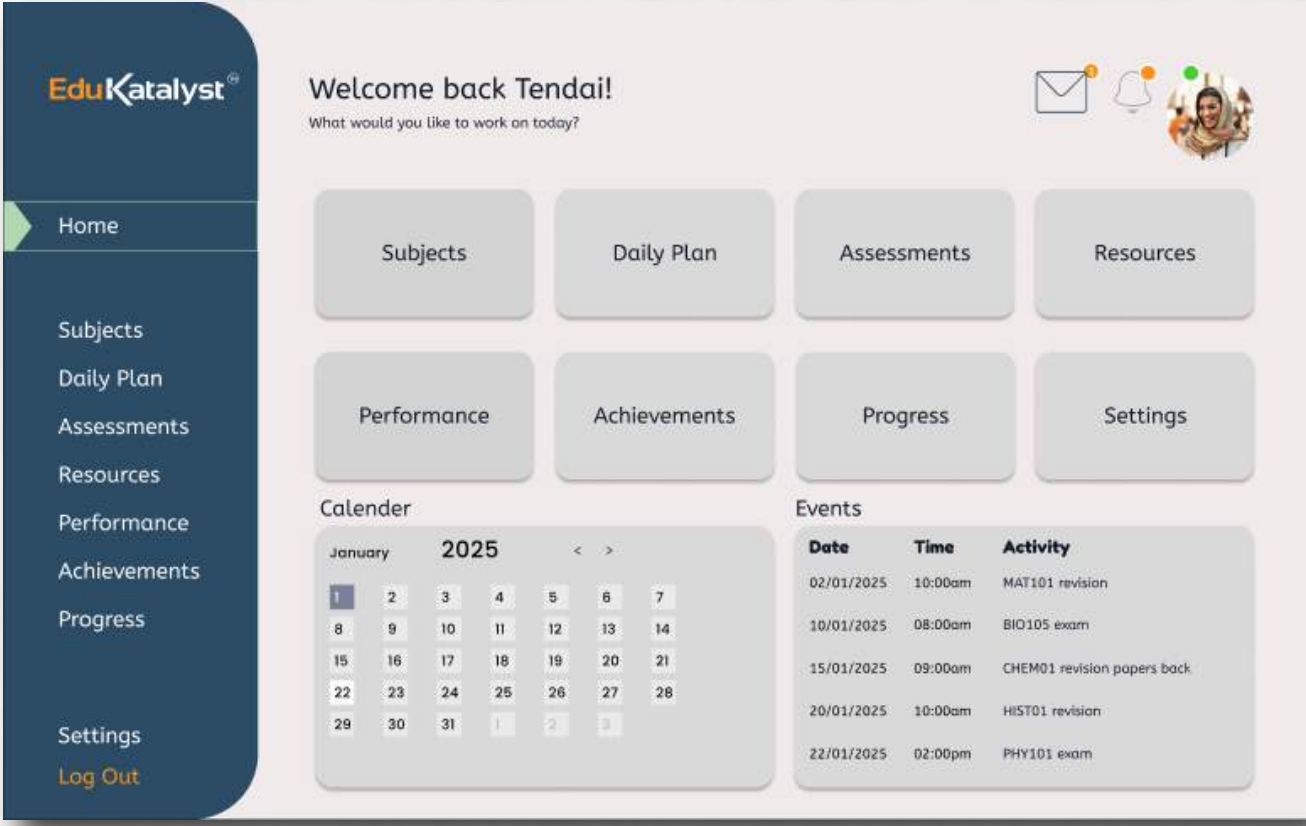
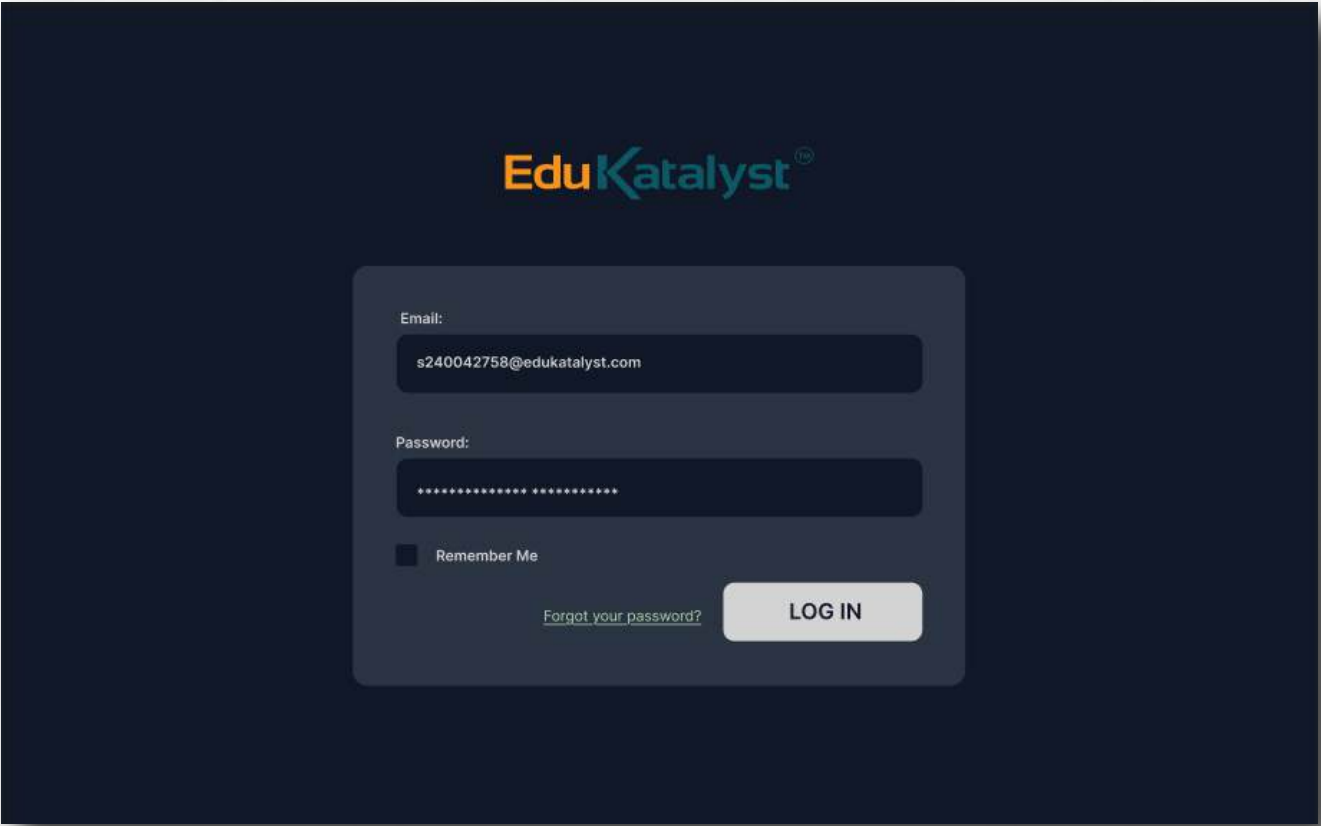
Small - 32 x 32



Disabled

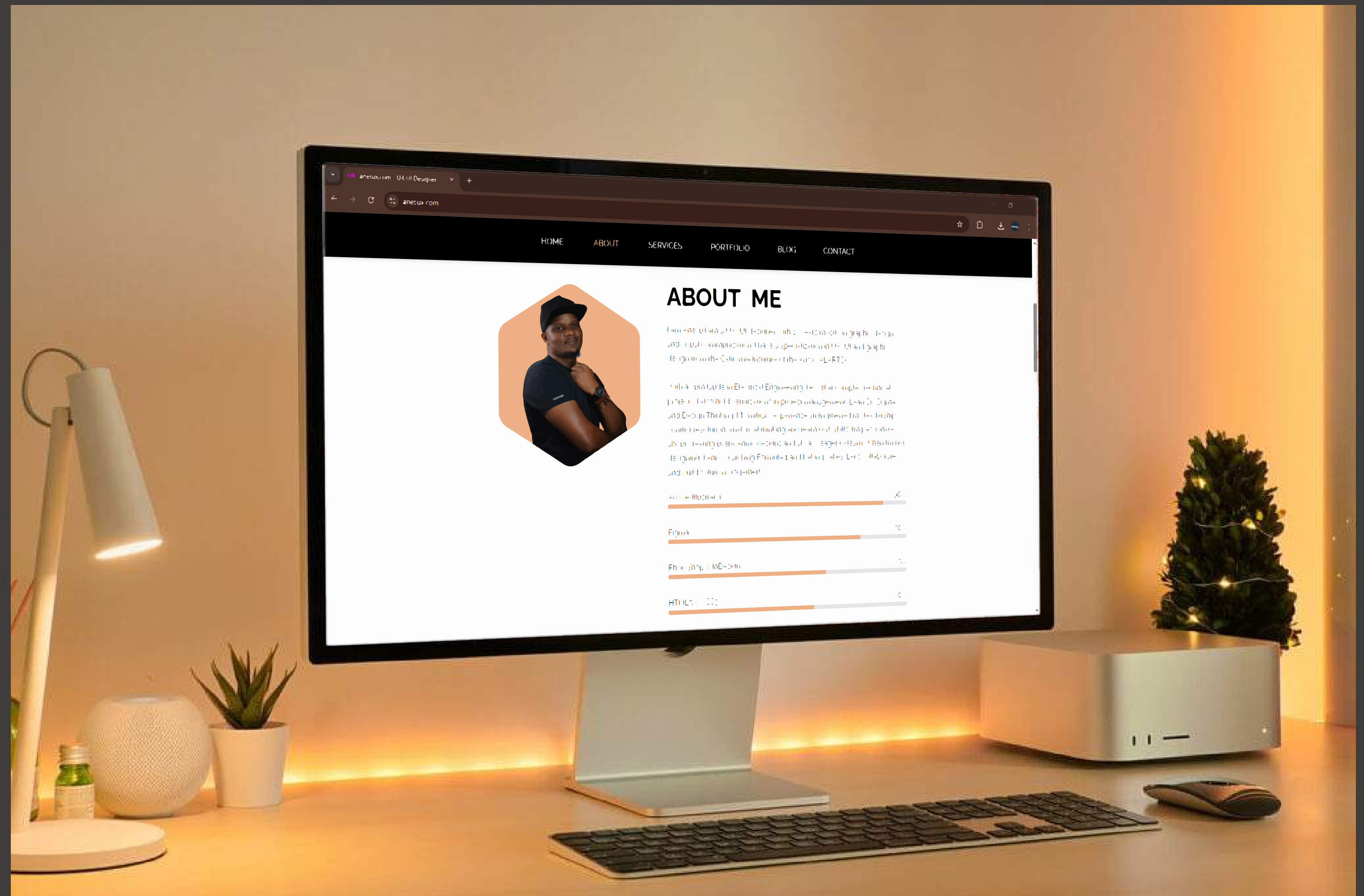


OUTCOME



## OTHER DESIGN WORK

<https://anesux.com>





<https://darozvi.com/en>









**COLOR PALETTE**




BLUE: Intelligence  
GOLD: Wealth  
BROWN: Rich Soil



**FINAL LOGOTYPE**



**MARK**



**SECRET INGREDIENT**



The white marks around the neck of the clay pot represent the famous SEVEN Rozvi Kings who ruled the Rozvi Kingdom with much wisdom, creativity and innovation. The marks form a CHEVRON pattern which is a dominant pattern in Shona design systems

The "i" at the end of the logo represents the deadly ROZVI spear. It is also shaped like a pen which we use for design.

**MODULAR SYSTEM**



A series of custom logos replacing the "o" in the logotype to represent the company depending with the purpose and usage.

**BRAND APPLICATIONS**



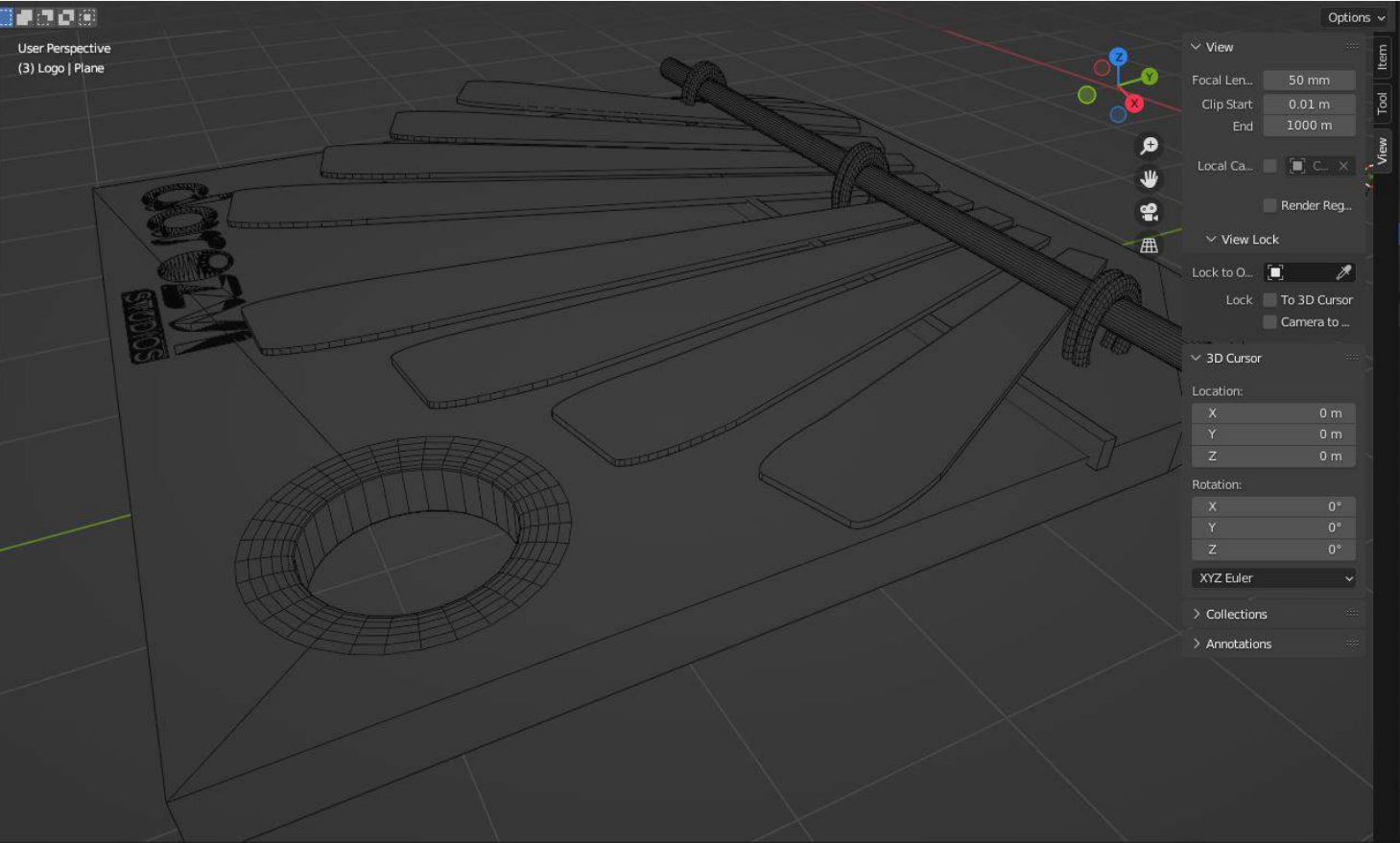


**darozvi**  
STUDIOS

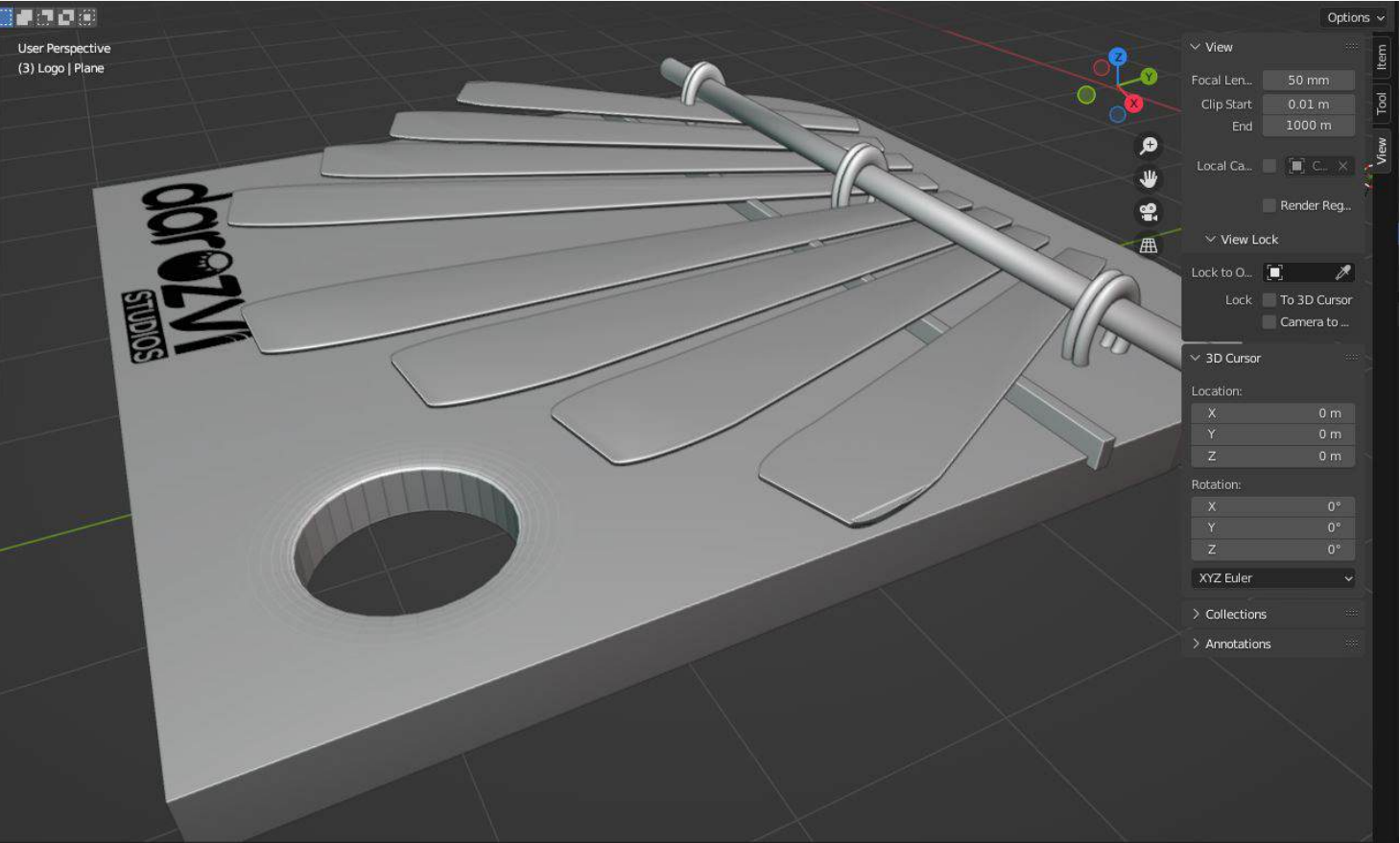




# Mbira Musical Instrument



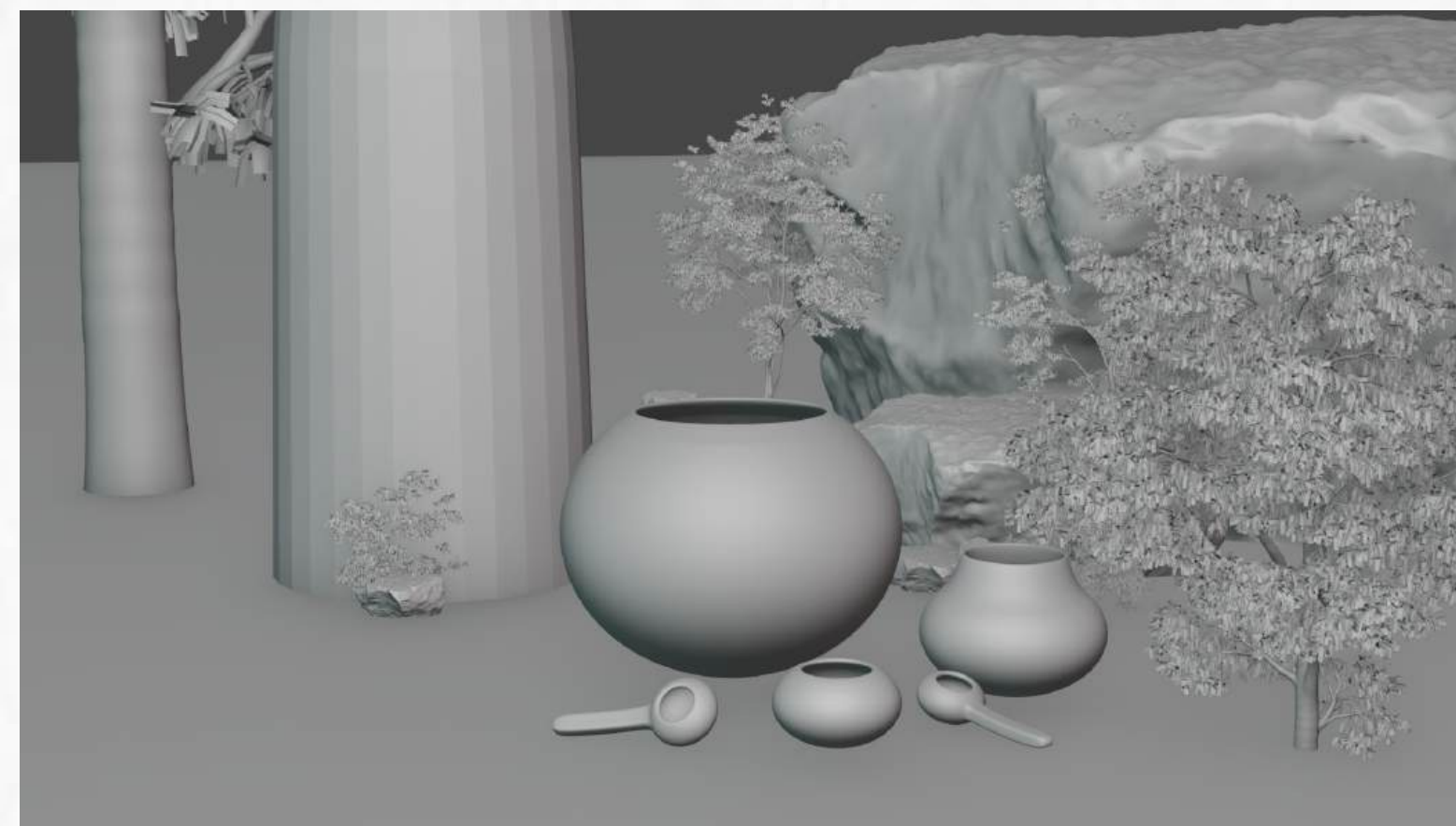
# BLENDER MODELING WORK





## Blender Guru Doughnut

## TEXTURING



## Solid Mode vs Rendered Mode



THANK YOU!



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