

Sibusiso Lucky Vilakazi

SENIOR UX/UI DESIGNER

Johannesburg, South Africa | 061 439 7335 | Sibusisoswiss@gmail.com

PROFESSIONAL PROFILE

Digital Designer passionate about creating conceptual solutions using insights to help brands grow and think differently about the people they serve. Driven by a love for visual arts, retro tech, and a mission inspired by personal caregiving experiences to improve the general experience of people using digital devices.

PROFESSIONAL EXPERIENCE

Retro Rabbit (Contracted to Discovery SA)

2022 – Present

Intermediate UX/UI Designer

- Architected complex, end-to-end user journeys for mobile safety software.
- Conducted conversion rate optimization (CRO) audits on fintech websites.
- Streamlined lead-capture workflows by removing friction.

Wunderman Thompson

2019 – 2022

Digital Designer

- Partnered in cross-functional agile trios to parse behavioral data.
- Executed strategic layout redesigns across primary commercial service pages.

Wunderman Applogix

2018 – 2019

Webmaster

- Managed enterprise web properties and automated digital marketing email layouts.

Umuzi

2017 – 2018

Junior Graphic Designer

- Produced marketing illustrations and digital design assets.

Kalashnikov Gallery

2015 – 2016

Junior Curator

TECHNICAL COMPETENCIES

DESIGN & CREATIVE

Figma

Adobe XD

Illustrator

Photoshop.

InDesign

After-Effects

Premiere Pro

DEVELOPMENT & PLATFORMS

HTML

CSS.

Drupal

Django

WordPress

STRATEGY

UX Research

User Testing

Agile/Scrum

EDUCATION & TRAINING

NQF Level 5 User Centered Design, Red and Yellow (2021-2022)

NQF Level 5 Advertising, Umuzi Learnership Program (2017-2018)

National Diploma in Visual Arts, University of Johannesburg (2013-2017)

REFERENCES

Maryna Prins (Creative Director): +27 78 042 4165

Paul Moore (Manager): +27 82 875 6285

James Stewart (Director of People/HR)

jstewart@retrorabbit.co.za