

Resume of

Kobus Swartz

Senior Product Designer

UX Strategy | Digital Commerce | Design Systems



Available to
start immediately

Contact Details

Pretoria, South Africa
hello@kobusswartz.com
+27 74 125 6528
[LinkedIn](#)
[Portfolio](#)

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

Professional Summary

Senior Product Designer with extensive experience designing digital products that align user needs, business objectives and technical feasibility. I bring a strong foundation in front-end development, which has evolved into a career focused on UX, UI and Product Design across enterprise software, digital commerce and customer engagement platforms.

I specialise in end-to-end product design, combining user research, interaction design, prototyping and data-informed decision making to improve customer journeys and deliver measurable business outcomes. My approach is grounded in systems thinking, allowing me to design scalable solutions across complex, multi-brand environments.

I partner closely with Product, Engineering and business stakeholders to shape product direction, translate customer insights into meaningful experiences, and deliver intuitive, accessible and scalable digital products that create measurable value for both users and the business.

Core Expertise

- Product Design
- UX Strategy & User Research
- Interaction Design
- Customer Journey Mapping
- Design Systems
- Systems Thinking
- Data-Informed Design & Optimisation
- Accessibility (WCAG)
- Digital Commerce & Enterprise Platforms
- Stakeholder Leadership & Cross-functional Collaboration

Design Tools

- Figma & FigJam
- 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)

Professional Experience

Munch Software

Senior Product Design Lead

February 2024 - Present

Munch develops digital ordering, customer engaging and restaurant technology solutions for multi-brand hospitality businesses.

Role Summary

Lead Product Design across digital ordering and customer engagement platforms, partnering with Product, Engineering and business stakeholders to define product direction and deliver scalable, user-centred experiences. Responsible for UX strategy, research, interaction design and continuous product optimisation across multiple brands.

Key Contributions & Achievements

- Delivered end-to-end Product Design for high-traffic digital ordering and eCommerce platforms, improving customer engagement and conversion outcomes.
- Shaped product direction through collaboration with Product Managers and Engineers, translating business goals into usable and scalable digital experiences.
- Built Enterprise design systems, improving consistency, reuse and cross-team design efficiency.
- Applied user research, analytics and usability insights to inform design decisions and validate product direction.
- Improved key customer journeys including onboarding, checkout and post-purchase flows, reducing friction and improving usability.
- Produced high-fidelity prototypes and implementation-ready specifications to streamline development delivery.
- Mentored designers and contributed to improving design quality and collaboration practices.

Vectra Business Technologies

Head of UX & Design

July 2019 - January 2024

Enterprise software company focused on digital transformation and eCommerce solutions.

Role Summary

Established and led the UX and Design function across enterprise and eCommerce products, defining design standards, improving user experience maturity and partnering with leadership teams to shape product strategy and delivery.

Key Contributions & Achievements

- 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 with 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 in PHP, mySQL, Less, XML, jQuery, HTML & CSS

Vaimo South Africa

UX Designer & Magento Front-End Lead

September 2015 - June 2019

International digital commerce agency specialising in Magento-based eCommerce solutions for enterprise clients.

Role Summary

Delivered UX and front-end solutions for enterprise eCommerce platforms, combining user experience design with technical implementation to deliver high-performing digital commerce experiences.

Key Contributions & Achievements

- 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 in PHP, mySQL, Less, XML, jQuery, HTML & CSS

Amlagamated Motor Retailers

Senior UX/UI Designer

September 2014 - August 2015

Key Contributions & Achievements

- 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 2014

Key Contributions & Achievements

- 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

Key Contributions & Achievements

- 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 2009 - November 2011

Key Contributions & Achievements

- 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

Key Contributions & Achievements

- 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.