

Thabiso Mabetoa

Email: Thabimabetoa@gmail.com
Phone: (+27) 78 062 0770
Address: Johannesburg, South Africa
LinkedIn: [Click Here](#)

Summary

Dynamic customer service professional and creative UX/UI Designer with a proven track record of delivering intuitive, user-centred digital experiences that drive engagement, usability, and business growth. Adept at transforming complex user needs into elegant, high-impact designs through user research, wireframing, and prototyping. Excels at collaborating with cross-functional teams to deliver seamless interfaces that solve real problems and exceed user expectations. Leveraging strong analytical and problem-solving skills developed in fast-paced customer service and operational environments, I bridge user empathy with business objectives to create designs that enhance both customer satisfaction and operational efficiency. Experienced in leading and motivating teams, conducting user interviews and usability testing, and translating insights into polished UI solutions using tools like Figma, Framer, and Adobe XD. A detail-oriented leader with exceptional organizational abilities, I excel at managing multiple projects simultaneously with a high degree of accuracy under tight deadlines. A strong foundation in accounting principles further enables me to contribute to data-driven decision-making, dashboard design, and financial product experiences. Passionate about building high-performing teams, boosting morale, and fostering a collaborative culture that delivers outstanding results in dynamic, high-pressure settings.

SKILLS

- Leadership
- Problem-Solving
- Effective Communication
- Analytical Thinking
- Cross-Functional Collaboration
- Agile Project Management
- Adaptability
- Customer Experience (CX) Optimization
- Customer Journey Mapping
- Inventory Management
- Customer Service
- Canva
- User Research
- Wireframing
- Prototyping
- UI/UX Design for Web & Mobile
- Microsoft Dynamic NAV
- Sage Patel & QuickBooks
- Microsoft 365

EDUCATION

2022	Higher Certificate in Accounting Sciences University of South Africa
2016	Grade12/Matric Graceland Education Centre

WORK EXPERIENCE

03/2025 – 03/2026

Design Advisor, Norcros SA – Tile Africa, Germiston, Gauteng

Duties:

- Delivered a high end, customer centric showroom experience by guiding clients through tailored product selections aligned with their design vision, spatial requirements, and budget constraints.
- Provided expert design consultation, advising on colour palettes, textures, finishes, and product combinations to create cohesive bathroom, kitchen, and interior spaces.
- Translated client ideas into practical design solutions, developing mood boards and concept layouts using product samples, catalogues, and in-store displays to visualise final outcomes.
- Built and maintained strong relationships with homeowners, interior designers, architects, and contractors, proactively following up on leads and quotations to drive conversion and repeat business.
- Collaborated on visual merchandising and showroom presentation, curating product displays that reflected current design trends and enhanced overall customer engagement.
- Actively contributed to product launches, promotional campaigns, and seasonal design themes, aligning showroom aesthetics with brand identity and market demand.
- Consistently exceeded sales targets by applying consultative selling techniques, upselling complementary products and creating complete, design-led solutions.
- Resolved customer queries and concerns with professionalism, ensuring design expectations and service standards were consistently met or exceeded.
- Applied user-centred design principles by analysing customer needs, behaviours, and pain points to deliver intuitive product recommendations and seamless in store experiences.

01/2024 – 02/2025

UX/UI Designer, Insika Foundation – Midrand, Gauteng

Duties:

- Designed end-to-end user experiences for both web and mobile platforms, translating business requirements and user needs into intuitive, high-performing digital solutions.
- Created low to high fidelity wireframes and interactive prototypes to effectively communicate design concepts and validate ideas before development
- Developed interactive clickable prototypes using Figma, Framer and Adobe XD to demonstrate user flows, gather feedback, and conduct usability testing.
- Delivered visually compelling and user-friendly interface designs, ensuring consistency in typography, colour systems, layout, and overall brand identity
- Designed high impact visual content using Canva for social media campaigns, presentations, marketing materials, promotional adverts, and brand communications, ensuring strong visual consistency and audience engagement.
- Leveraged data and user insights to optimise interfaces, contributing to improved user satisfaction and overall product performance
- Conducted user research including interviews, surveys, and field observations to uncover user needs, and behavioural patterns.
- Applied responsive and mobile-first design strategies to ensure seamless experiences across multiple devices and screen sizes

07/2020 – 12/2022

Store Supervisor, Sea Harvest Group – Boksburg, Gauteng

Duties:

- Led and motivated a team of store employees, promoted team collaboration, performance, and efficiency fostering a positive work environment and ensuring staff members were aligned with company goals.
- Oversaw and managed inventory levels, conducted regular stock checks, and implemented efficient ordering processes to prevent stockouts or overstock situations.
- Provided exceptional customer service, resolving inquiries and complaints efficiently and professionally.
- Supervised cashiers, monitored cash registers, and enforced secure cash-handling procedures to prevent discrepancies and ensure financial accuracy.
- Compiled reports on sales, inventory, and other operational metrics.

- Monitored sales trends, identified opportunities for improvement, and implemented strategies to enhance overall store sales and profitability.
- Conducted financial analysis to identify trends, variances, and opportunities, providing insights for strategic decision-making.
- Utilised historical data and market trends to create accurate financial forecasts.
- Collaborated cross-functionally to streamline operations and enhance efficiency, contributing to the achievement of company objectives.
- Proactively identified upsell opportunities and promoted additional services to enhance customer experience and drive revenue growth.

CERTIFICATES

2023

Introduction to Web Development with HTML, CSS, JavaScript

Coursera (IBM)

2023

Introduction to Cloud Computing

Coursera (IBM)

REFERENCES

Available Upon Request.