



KAYLI 'ELIT SMITH

UX DIGITAL PRODUCT DESIGNER



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PROFILE

As a UX Designer, I weave my background in drama, education, and global customer service into crafting digital experiences that resonate with people and meet functional needs. Currently, at Digital Solutions Group, leading end-to-end design for a mobile network and contributing to SaaS and e-commerce products. I'm driven by a commitment to continuous learning and am enthusiastic about optimizing processes with AI tools

EDUCATION



University of Witwatersrand

BADA (hons) - Bachelors of Art Honours,

2008-2012

My qualifications in drama and art history covered subjects like performance, design, production, film, visual arts, drama, and art to equip me with skills such as creativity, critical analysis and innovation. Additionally, my studies included production management, art history, and philosophy which helped me develop skills such as management, user experience, critical thinking, and analytical thinking. My honours thesis and studies in drama therapy demonstrate my ability to understand human behaviour and empathize with the needs and expectations of people.



Google - Coursera

UX Design Professional Certificate

2021-2023

Consisted of the following courses designed to equip professionals with skills and knowledge to contribute to the field of User experience.

- Foundations of User Experience (UX) Design
- UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Practice accessibility in Design for Social Good

COURSES



Understanding Research

University of London- Coursera

2023



TQUK - Level 5 Teaching

English as a Foreign

Language

TEFL Academy

2018

SKILLS

Detail Orientated

Empathy

User Research

Creative Problem Solving

Wireframing

Prototyping

Testing and Validation

TOOLS



WORK EXPERIENCE



Junior UX Designer

DSG - Digital Solutions Group (Digitalise, Digital Resilience, Chilled, Digital Mall, MVNE)

February 2024 - Current

- Led end-to-end design for a mobile virtual network operator (MVNO), delivering elegant solutions to complex product additions within the clients Design system on Figma.
- Conducting heuristic evaluations, user research and data analysis.
- Work closely with multiple departments delivering effective handoff and collaboration with Dev teams.
- Design research-based, comprehensive sitemaps, thoughtful, user journeys and user flows for E-commerce challenges, digital Insurance products, data capture products, digital security products and Vegan food subscription platforms. *(details under NDA)*
- Create high-fidelity mock-ups and prototypes for an array of digital products, responsive websites and SaaS apps.
- Competently and expediently work in tools such as Figma to design deliverables.



CX and Operations

Mountain mail order (E-commerce hiking ,climbing and industrial gear store)

July 2023 - December 2023

- Oversee customer service emails and inquiries, optimizing response times for improved customer satisfaction.
- Conducted data analysis to identify user trends and preferences, informing UX and marketing strategies.
- Managed SEO and keyword research, increasing organic traffic and visibility resulting in a ranking improvements from 26th to 5th place.
- Crafted effective product descriptions to enhance conversions and inform customers.
- Analyzed analytics data for data-driven identification of effective and problematic pages.
- Maintained website functionality and artefact updates.
- Designed solutions within the Odoo drag-and-drop framework to address operational challenges such as responsivity, leading to a decrease in mobile bounce rate by 46%.
- Design and implement improvements on website design and user interface, within Odoo framework constraints.
- Planned research studies including user tests, with relevant KPIs to evaluate UX and operational performance.



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WORK EXPERIENCE CONTINUED

Online Drama & English Educator

Dream Maker Drama Academy

Remote (from South Africa) - China, Hong Kong

2020-2023

- Design and deliver engaging Drama and English lessons that align with educational standards and goals.
- Provide feedback and support to improve student skills, while adapting to changing student needs and requirements.
- Collaborate with other educators and stakeholders to improve education quality, utilizing effective communication and collaboration skills.
- Utilize online teaching tools and platforms to deliver effective and engaging online lessons.
- Utilize strong attention to detail and the ability to manage multiple tasks and priorities to meet deadlines and achieve educational goals.
- Utilize analytical and problem-solving skills to assess student needs and adjust teaching strategies accordingly.

Theater Director and Teacher

Dramatic English

Shenzhen - China, Hong Kong

2019-2020

- Directed and taught children's theatre productions.
- Identified areas of weakness in children's skill sets.
- Developed workshops and lesson plans to integrate skills training into rehearsals. Leading to a 100% first-class pass rate for students doing Trinity exams.
- Developed scripts and worked with children, parents and technicians to bring productions to life. Including workshoping successful production for the Edinburgh festival
- Designed sets and costumes for productions.
- Collaborated with other production and teaching staff to achieve a cohesive production.
- Strong leadership and project management skills
- Ability to work in a multicultural environment.

Product design and e-commerce web design

Eye of Elit (Silver Jewellery and cultural exchange accessories collaborative)

Bryanston Organic market and Online store built in Wix

2017-2019
Part time

- Executed branding strategy to establish Eyeofelit as a recognized brand
- Designed and built the Eye of Elit website (Wix platform)
- Designed accessories range including textile print, silver jewellery and handbags.
- Coordinated artistic collaborations to the product brief
- Managed social media platforms for brand visibility
- Designed web artefacts, graphics and promotional material

Production Designer

Cheers to Sarajevo- Theater Company

Festivals worldwide (Canada, EU, SA)

2016-2016

Performer (singer, actress, voice over artist)

Various Theaters (inc: People's Theater, FIFA, Jam Jar Dubai)

JNB, CPT - South Africa. Dubai - UAE. Shenzhen - China

2009-2019

- Demonstrated strong vocal and acting skills to serve storytelling
 - Ability to take direction and work in a team environment
 - Researched and empathized with different roles and characters
 - Strong time management and organizational skills
- (Kindly send request for a performance resume or further details)

International Cabin Crew

Emirates Airlines

Dubai - UAE based

2012-2015

- Provided exceptional customer service to passengers on board
- Ensured the safety and security of all passengers
- Demonstrated strong communication and interpersonal skills
- Ability to work under pressure and in a fast-paced environment
- Developed problem-solving and conflict-resolution skills
- Flexibility and adaptability to changing situations