

Phillip Sipho Mabena

MULTIMEDIA DESIGNER

 Phillip (Sipho) Mabena

 siphophilip102@gmail.com

 Ferndale, Randburg,
South Africa

Portfolio

SUMMARY

As a design professional, my approach is rooted in design thinking, crafting solutions that blend creativity, functionality, and strategy across different facets of design. The work I do sits where design disciplines intersect, balancing innovation with functional excellence.

As T.S. Eliot suggests, "Only those who risk going too far can possibly find out how far one can go." I apply this mindset in every project, refusing to settle for "good enough," and I seek to bring that same standard to a purpose-driven, high-calibre team.

WORK EXPERIENCE

FREELANCE DESIGNER

Self-employed | That.One.Phil | Ferndale, Randburg, RSA

Mar 2026

Present

- **Multi-Disciplinary Client Work:** Providing end-to-end services across graphic, branding, product (UI/UX), video (motion) and web design for independent clients.

DESIGNER (MULTI-DISCIPLINED)

CloudCard Enterprises | Bryanston, JHB, RSA

Aug 2023

Feb 2026

- **Graphic Design:** Created product offering designs (NFC business cards) and on-brand assets spanning, social media, website, email, ads (static, OOH & digital), and collaterals which helped strengthen CloudCard as a brand, enhanced digital presence, supported lead generation and customer acquisition.
- **UI/UX & Product Design:** Helped reimagine CloudCard's web app and website to deliver a more intuitive and delightful user experience, doing design & front-end dev for various end-to-end feature interfaces that helped improve product usability, user engagement and customer retention.
 - Worked with sales & marketing, product, and general executive teams to align creative direction with business goals, contributing to CloudCard's day-to-day brand initiatives and product feature development.
- **Design Quality Assurance & Control:** Collaborated internally to ensure quality of the product(s), making sure that the initiatives aligned both with the users' needs and the business goals.

EDUCATION

BHONS IN DESIGN

2022 | UJ | Incomplete

UJ CRLA CERTIFIED TUTOR

2022 | CRLA ITTPC | Complete

BA IN DIGITAL MEDIA DESIGN

2021 | University of Johannesburg | Complete

NATIONAL SENIOR CERTIFICATE

2012 | Alfred Maubane High School | Complete

TOOLSTACK

Creative: Figma, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects), Affinity

Productivity: Microsoft 365 (Word, PowerPoint, Excel, Teams), Jira, Lucidchart, Google Workspace.

AI: Claude, ChatGPT, Gemini, Magnific

Web & Agentic coding: Framer, WordPress, VS Code, Cursor AI

SKILL SET

Technical: Design (UI/UX, Product, Graphic & Motion), Video Production (Visual Storytelling),

WORK EXPERIENCE (continued)

- Motion Graphics & Video Production:** Produced content spanning explainer videos, promotional motion graphics and other creative ads that helped anchor CloudCard’s positioning, product offering and engagement across different channels.

Ref: Mr Hrithik Vishnu | Developer | hrithik@cloudcard.co.za

DESIGNER (Concurrent with CloudCard role by executive agreement) Aug 2023
Logic Playground (Formerly Racvert) | Sandton, JHB, RSA Mar 2026

- UI/UX & Product Design:** Contributed to the design & development of clients’ software, creating solutions that supported both users and business goals.
- Front-End Development:** Hands-on front-end development for web applications, ensuring world-class standards utilising HTML, CSS, Bootstrap utilities, and basic JavaScript.
- AI-Assisted Development:** Leveraged AI agentic coding to accelerate development tasks, improve efficiency, and support innovative problem-solving in front-end workflows.
- Design Quality Assurance & Control (QA):** Conducted design and functionality reviews across web applications, both internally and for clients under the senior dev’s guidance, identifying inconsistencies and collaborating with developers to maintain high product quality.
- Graphic Design:** Handled design (brand and visual identities) for clients, as well as supporting internal design, marketing and communication needs.

Ref: Mr Robert Louw | MD & Senior Developer | robert@logicplayground.co

TUTOR | EQUIPMENT BOOKING ASSISTANT Feb 2022 | Feb 2022
University of Johannesburg | Auckland Park, JHB, RSA May 2022 | Jun 2022

- Tutoring & Academic Support:** Tutored students in design-related subjects, helping them grasp complex theories, methods, and assignments. Assisted senior lecturers with marking and feedback on student projects and presentations.

Ref: Dr. Anthony Ambala | HOD (Multimedia) | aambala@uj.ac.za

- Technical & Studio Management:** Helped to oversee the department studios (Photography, Green Screen), ensuring smooth operations for staff and students.
- Equipment & Lab Management:** Managed the equipment office, facilitated equipment loans, and conducted basic maintenance of computer labs, preparing reports for IT specialists.

Ref: Mr Bongani Khoza | Lecture & Senior Manager | bonganik@uj.ac.za

SKILL SET (continued)

...Web (Front-end Dev, HTML, CSS, Basic JavaScript), Content Management Systems, AI Integration & Quality Control
Soft: Empathy, Adaptability, Growth Mindset, Design Thinking, Creative Problem-Solving, Attention-to-Detail

OTHER PAST ROLES

Freelance Designer
Kaelonaction | 2015 – 2017

Ms Tshegofatso M|Co-Founder

Jnr Cylinder Head Technician
True Size Motor Engineering | 2018

Mr Bevan Van Heerden | Founder

Volunteer Creative
Seminal Arts Entertainment | 2022

Mr Jabu Mashimbye | Founder