

NEO MAGADANI

UX/UI Designer · UX Research · Customer Experience

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UX/UI Designer with a psychology background, working across research, information architecture, wireframing, prototyping and interface design. Four years in customer service and programme administration before that taught me how to read what people need, spot patterns in messy information and turn that into something usable. That's the throughline in my design work now.

CORE SKILLS

UX Research & Insight

Research Methods • Qualitative & Quantitative Research • Academic Research • User Interviews • Surveys & Questionnaires • Usability Testing • Customer Needs Analysis • Competitor Research • Personas • Journey Mapping • Research Synthesis • Pattern & Theme Identification

UX & Product Design

User Flows • Information Architecture • Wireframing • Prototyping • Interaction Design • High-Fidelity UI Design • Responsive Design • Design Systems • Accessibility Basics

Customer & Stakeholder Experience

Customer Service • Pain Point Identification • Stakeholder Communication • Requirements Gathering • Documentation • Data-Informed Decision Making

Tools & Technology

Figma • Webflow • HTML • CSS • JavaScript • React • REDCap • Notion • ClickUp • Google Workspace

UX/UI DESIGN EXPERIENCE

Freelance UX/UI & Web Designer | Self-Employed

Jan 2024 – Present

- Design digital experiences for client and portfolio work, covering problem definition, information architecture, wireframes and high-fidelity interfaces.
- Run competitor research and user-focused analysis to guide navigation, layout and interaction decisions.
- Build responsive interfaces in Figma and turn them into working sites with HTML, CSS, JavaScript and Webflow.
- Present design work and progress directly to clients, adjusting based on their feedback and constraints.
- Use AI tools for research support and documentation, reviewing and refining everything myself before it goes out.

SELECTED UX PROJECTS

Tshwane Transit | UX/UI Design Case Study

Designed a digital public transport experience focused on helping passengers plan, track and navigate bus journeys, from problem definition through information architecture and high-fidelity prototyping.

Rebus Brokers | UX/UI Design Case Study

Redesigned an insurance platform with a focus on simplifying complex broker workflows through clearer information architecture, navigation and interface design.

Thrive Support Network | UX/UI Design Case Study

Designed a case management dashboard for social workers, focusing on simplifying complex information and improving workflow clarity across reporting and case-management tasks.

PROFESSIONAL EXPERIENCE

Customer Service Associate | Woolies Dash

Nov 2022 – Dec 2023

- Managed high-volume customer interactions across phone, email and digital channels, resolving questions, complaints and service issues.
- Identified recurring customer pain points and patterns in feedback to understand where service experiences were breaking down.
- Communicated clearly and empathetically while working within established service processes and requirements.

Programme Administrator | Family Health International 360 (FHI 360), Johannesburg

Feb 2021 – Sep 2022

- Coordinated information, schedules, deadlines and stakeholder requirements across 15+ concurrent programmes.
- Produced recurring reports and dashboards for internal and donor stakeholders, turning programme information into clear updates for decision-making.

- Introduced a data-validation process in REDCap to improve reporting accuracy and maintained structured information across multiple programmes.

Project Assistant | Solmag Construction and Projects, Rustenburg

Feb 2019 – Jan 2021

- Managed project schedules, documentation and stakeholder communication across multiple concurrent projects.
- Maintained structured project information and supported day-to-day project coordination.

EDUCATION

BA Honours in Psychology | University of Johannesburg

2017

Foundation in human behaviour, psychological research, critical analysis and academic research methods.

Bachelor of Social Sciences in Psychology | North-West University

2016

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Diploma in Interaction Design | Alison

Software Engineering Programme | ALX | 2023–2025 — HTML • CSS • JavaScript • React

Foundations of Mental Health & Psychosocial Support (MHPSS) | Kaya

Trauma Volunteer Training – Gender-Based Violence

Open to on-site, hybrid and remote opportunities · References available on request