

Malo Badimo

UX/UI Designer and Web Developer.

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Johannesburg, South Africa

Qualifications

2021 - 2023

Vega School of Design

Bachelor of Arts, Digital Design

- **Modules:** Digital Design, Design Technology, Brand & Marketing, Photography, Design Culture, Ideation & Visualisation, Think
- **2023 Brand Challenge Winner.** Team successfully strategised and designed marketing campaigns, brand positioning strategy and app design for client, Simply Asia South Africa.

Work Experience

Self Employed

Mar. 2020 - Dec. 2023

Brand Designer, UX/UI Designer, Web Developer

Remote, Worldwide

- Enhanced brand visibility and credibility, contributing to a **15% increase** in revenue for a medtech company.
- Successfully executed SEO strategies that resulted in a **50% increase** in organic search traffic for a client in the travel industry.
- Developed content and marketing materials that contributed to a **25% increase** in client acquisition for a private gym.
- Established and maintained online stores, to implement strategies to increase online sales and streamline checkout processes.
- Designed, built and optimized responsive websites using HTML, CSS, JavaScript, wordpress, webflow and Shopify.

Crawford College Lonehill

Feb. 2018 - Oct. 2019

Photographer

Johannesburg, GP

- Conducted photography sessions for promotional material, including print materials, social media graphics, and website visuals.
- Led a team of designers and photographers, providing creative direction and guidance.

Skills

UX/UI

User Research, Product Strategy, User Interface Design, Design System Creation, Prototyping, User Testing, Usability Testing, Heuristic Evaluations.

Frontend dev.

HTML5, CSS3, JavaScript, Bootstrap

Design/
Marketing

Brand Design, Graphic Design, 3D Modelling, Motion Graphics, Editorial Design, Illustration, SEO, Google Ads, Facebook Ads, Copywriting, Digital Campaigns

Tools

Adobe Creative Suite, Figma, VSCode, Wordpress, Webflow, Shopify, Facebook Ad Manager, Google Ads, Google Analytics

Awards and recognition

2023

Winner, 2023 Vega Brand Challenge

- Team successfully strategised and designed marketing campaigns, brand positioning strategy and app design for client, Simply Asia South Africa. To be executed in 2024.

2023

Finalist, Creative Conscience Awards

- Recognized as a finalist in the UK based Creative Conscience design awards for innovative and socially impactful digital marketing campaigns