



# RESUME OF ZEHAD MOSES

## Product/UX Specialist

### Open to Remote and Hybrid Employment

Currently looking to work with ethical organisations with a clear vision to support the improve the user experience of applications, software, and solutions.

[www.zealously.co.za](http://www.zealously.co.za)

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0784957924

Gauteng, ZA

## Introduction

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Hi, I'm Zee, a humble Product Designer/UX specialist with experience in education and development practices, knowledge management, learning experience, and communication management and delivery platforms.

I love problem-solving, finding and conjuncture up ways to do things differently. I'm obsessed with technology and all things digital. I enjoy my work immensely. I find it challenging, ever-changing, and demanding as it requires patience and a distinct affinity with end-user/people to understand their needs, preferences, perceptions, actions, and expectations, aimed at supporting and validating the things that matter (although unknown and invisible to most).

I am addicted to online learning and acquiring new skills that I can apply to my work. Moreover, I truly believe in knowledge sharing, mentoring, and furthering the career development of myself and my peers to deliver any project placed before us.

My personal goals are simple:

- Expand my Figma, FigJam and ProtoPie skills.
- Design products/experiences/services people love using.
- Start to share more of my work, thoughts, and processes online.
- Never stop learning and improving my knowledge, skill, and application (Relearning included) Provide meaningful critique and feedback online.
- Learn more about Neuroscience.
- Find ways to improve my communication and utilise collaboration tools/mechanisms more effectively.
- Improve documentation to be more UX Design OPS focused.

# Skills

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## Core Skills

Training/Workshop Facilitation	Assessing/Surveys Design	Observation, Active Listening & Communication
Interviewing	Heuristic Evaluation	Usability Testing
Problem Solving	Prototyping	Multi-Device Design
Customer Experience	Agile Methodologies	Project Management
Requirements Analysis	Interaction Design	UX Research
UX Design	UI Design	UX Writing
Internet Marketing	Service Design	Basic Data Analysis
Product Management	Product Design	Gap Analysis

## Core Tools/Software

Adobe XD	Figma / FigJam	ProtoPie
Google Analytics	HotJar	MouseFlow
Butter (Workshops)	Maze	Optimal Workshop
Whimsical	Google Analytics	Atlassian Jira

## Coding Skills

HTML	CSS	Basic JavaScript
XAPI	JSON	Articulate

# Experience

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## PRODUCT AND USER EXPERIENCE SPECIALIST

**July 2015 – Current**  
**(7 Years, 9 Months)**

Siyandza Skills Development is a software development company that specialises in bespoke learning and development software and solutions. As a small company, it is a high-pressure, time-sensitive environment, often requiring rapid research, design and development sprints.

## Clients/Customers

Mr Price Foundation	National Business Initiative	Hyundai South Africa
Adcorp Holdings	Polyoak Business School	NECT
Simeka Capital Holding	Mutodo Properties	Webhelp
MSC Education Online	Alefbet Holding	Enel

## Projects

Learning Management Systems	E-Learning	Talent Management Portals
Recruitment Management Solutions	User Support	Communication Solutions
Hybrid Mobile Application	Web Applications	Offline Network Solutions
Server Monitoring Solutions	Service Design	Content Solutions
Knowledge Management	Data Analytics	Community Management

## Summary of Responsibilities and Achievements

1. Researching, designing, prototyping, testing and implementing successful and sustainable product and experience solutions for all core users, clients and products.
2. Worked with school leavers, educational institutions, employers, government agencies, corporates, NGOs, community organisations, designers, developers and hosting providers to design bespoke applications and solutions as a Product and Experience Specialist.
3. Expanded the UX Team to include a visual experience designer, interaction designer, content instructional designer and usability testers.
4. Redesign an outdated legacy PHP Learning Management System to improve the user experience, User interface components and quality of the product:
  - Retained existing clients and onboarded several new clients through improved usability and new product offerings.
  - I developed the user interface and built the front-end code across all projects.
  - I implemented a responsive design that allowed clients to access the platform from any device due to improvement.
  - Improved business processes and service delivery by introducing new capabilities for administrators to track, manage and support users based on extensive ongoing/iterative research and design, some of which include.
    - Moderation of user registration to manage the authenticity of documentation.
    - Automated pre-assessments and candidate vetting to improve the service design.
    - Expanding content creation and management.
    - Two-way SMS communication training invites geared towards disadvantaged users.
    - Work experience tracking and employment suitability assignment based on location.

- Performance and competency management to place users in employment opportunities.
  - Talent tracking and quota management portal to link to employer partners.
  - Integrated support platform that services all major social media messaging, SMS and Email communication into a single communication solution.
5. Increased mobile device access by 92% by simplifying the user experience of learners and redesigning features and functionality, optimizing the navigation learning platform for mobile devices.
  6. Built processes that facilitate the improvement of NGO stakeholder engagement to enhance the user experience and service design of a learning management system (LMS) for training and placing school leavers in entry-level jobs, reducing the need for redesign, and maximising the research and development budget.
  7. Reduced abandonment rate by 40% and increasing engagement by designing open-access content solutions for users awaiting approval/placement.
  8. Design Hybrid Mobile applications to service iOS, Android (including Huawei devices) increasing installs and usage by 60%.
  9. Improved analytics tracking on Web, iOS and Android applications using Google Analytics Integration to gain visibility of user engagement and behaviour to support business and design decisions.
  10. Manage user stories and product development roadmap using Atlassian Jira software.

## References

Name	Contacts	Role
Mrs. Glenda White	<a href="mailto:glenda@siyandza.co.za">glenda@siyandza.co.za</a> 082 889 8985	CEO
Mrs. Desire O'Brien	<a href="mailto:desire@siyandza.co.za">desire@siyandza.co.za</a> 084 024 5732	OPS Manager
Mr. Ziyad Fakier	<a href="mailto:ziyad@siyandza.co.za">ziyad@siyandza.co.za</a> 073 130 5804	Visual Experience Designer
Ms. Mary Anthony	<a href="mailto:mary@siyandza.co.za">mary@siyandza.co.za</a> 074 490 1332	Client Specialist

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## SENIOR UX SPECIALIST

March 2014 – June 2016

(1 Year, 4 Months)

Bytes People Solutions is a global leader in Customer Experience Management and Business Process Outsourcing. As a global leader, I was tasked with building knowledge and learning management solutions for key clients to improve contact centre support.

### Clients/Customers

Samsung South Africa	MultiChoice South Africa	DSTV Africa
Vodacom	MTN	Neotel

### Projects

E-Learning Design	Moodle	eGain Knowledge Hub
Oracle Knowledge Base	User Support	Knowledge Solutions

### Summary of Responsibilities and Achievements

1. Worked with Telecommunication, Electronics and Entertainment/Broadcast corporations, to design and develop bespoke applications and solutions as a Senior User Experience Specialist.
2. Started the first UX Department at Bytes People Solutions (now owned by iSON).
3. Designed a knowledge and learning management experience application from the ground up for each key client.
4. Sold the solution to Samsung and MultiChoice, generating millions in profit.
5. Trained the Vodacom Learning and Development team in User Experience Design.
6. Designed user experience and interfaces for Vodacom's Oracle Knowledge Management Solution and assisted in the launch of its first knowledge offering.
7. Implemented custom Moodle solutions to improve the reporting and training capability of the Bytes Training Department.

## References

Name	Contacts	Role
M.r Gerald Terblanche	<a href="mailto:Gerald.Terblanche@za.webhelp.com">Gerald.Terblanche@za.webhelp.com</a> 074 100 0000	Head of Vodafone
Mr. Ziyad Fakier	<a href="mailto:ziyad@siyandza.co.za">ziyad@siyandza.co.za</a> 073 130 5804	Visual Experience Designer

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## SENIOR CASE BASE AUTHOR

**June 2013 – February 2014**  
**(9 Months)**

Inter-Active Technologies (Pty) Ltd is a specialist Call Centre and Communication Operation. Years of Services Innovation and System Design in Customer Contact Centres, Business Communication Services, and Information Communication Technologies. I worked with MTN and Neotel to conduct research to improve the knowledge management experience and articles, utilised for customer support.

### Clients/Customers

MTN	Neotel
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### Projects

eGain Knowledge Hub	User Experience Reseach
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## Summary of Responsibilities and Achievements

1. Worked with Telecommunication corporations to research, design, implement and report on the success of existing applications.
2. Employed and trained two new case base authors.
3. Implemented user experience research methods to gain a deeper understanding of the user demographic, knowledge gap analysis and system usability.

4. Conducted detailed research and produced research reports that aided in improving their eGain Knowledge Hub.
5. Grew the knowledge base by +/-500 knowledge articles.
6. Implemented HTML editing to improve the knowledge article experience, which included video, audio and interactive content, thus improving a user's ability to support mobile device trouble shooting without physically possessing the mobile devices.
7. Designed ISO 9000 process for auditing and procedure purposes.

## References

Name	Contacts	Role
M.r Gerald Terblanche	<a href="mailto:Gerald.Terblanche@za.webhelp.com">Gerald.Terblanche@za.webhelp.com</a> 074 100 0000	Head of Vodafone
Mr. Ziyad Fakier	<a href="mailto:ziyad@siyandza.co.za">ziyad@siyandza.co.za</a> 073 130 5804	Visual Experience Designer

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## SENIOR TRAINER/COACHING DEPARTMENT HEAD

**March 2014 – June 2016**  
**(1 Year, 4 Months)**

Inter-Active Technologies (Pty) Ltd is a specialist Call Centre and Communication Operation. Years of Services Innovation and System Design in Customer Contact Centres, Business Communication Services, and Information Communication Technologies. I ran the coaching department and provided training to call centre agents, service centre staff and external organisations.

### Clients/Customers

Samsung South Africa	MultiChoice South Africa	DSTV Africa
AIG	MTN	Neotel

## Projects

Call Centre Training	Instructional Design	Gap Analysis
Call Centre Coaching	Learner Support	Knowledge Solutions

## Summary of Responsibilities and Achievements

This role includes, but is not limited to:

1. Source and Implement, Training and Knowledge Management Solution
  - Implemented a basic knowledge management tool that reduced the average call time and increase quality assurance scores.
2. Conduct Needs Analysis
  - Establish a collaborative relationship with relevant stakeholders.
  - Prepare skills gap analysis and report on results and solutions.
3. Design and Develop Learning Material
  - Analysis of learning outcomes.
  - Establish outline of learning programmes and strategy plans.
  - Develop and design curriculum.
  - Develop learning material to be Outcomes Based, including introduction, relevant content, activities and summaries.
  - Develop facilitators guides, workshop guidelines, learners guides and learning aids.
  - Develop assessment, and moderation packs including, tools, method, checklist and guides.
  - Maintain and update learning material.
4. Facilitate Learning
  - Implement designed learning material.
  - Planning, preparing for the delivery of learning.
  - Facilitate learning workshops.
  - Report on learning interventions.
  - Support business units through training and refresher training interventions.
5. Conducting of Assessments
  - Plan and prepare the assessment activity.
  - Prepare the learner for assessments through interviews and coaching.
  - Conduct the assessment.
  - Evaluate and record evidence to make a judgment.
  - Provide feedback to relevant parties.
  - Determine further development needs.
  - Review entire assessment to ensure adherence to quality criteria.

## 6. Conducting Moderation

- Analyse assessment tools for accuracy, consistency and improvement.

## 7. Learner Support

- Coaching learners during learning facilitation and the assessment process
- Counselling learners during facilitation process in the learning environment
- Mentor learners in the learning environment

## 8. Evaluate Learning

- Evaluate the value, quality, and effectiveness of the learning intervention – including the learning material, facilitation style, use of training aids and learning strategy.
- Evaluate competency of learners after assessment.
- Report on the effectiveness of learning interventions.
- Provide assistance to the skill development facilitator with regards to the compilation of the Workplace Skills Plans and the Annual Training Reports.

## References

Name	Contacts	Role
M.r Gerald Terblanche	<a href="mailto:Gerald.Terblanche@za.webhelp.com">Gerald.Terblanche@za.webhelp.com</a> 074 100 0000	Head of Vodafone
Mr. Zowe Kuyane	<a href="mailto:zowe@inter-active.co.za">zowe@inter-active.co.za</a> 079 275 9113	Skill Development Facilitator

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## CONTACT CENTRE SUPERVISOR/COACHING DEPARTMENT LEAD

**JANUARY 2007 – JANUARY 2008**

**(1 Year, 1 Month)**

Inter-Active Technologies (Pty) Ltd is a specialist Call Centre and Communication Operation. Years of Services Innovation and System Design in Customer Contact Centres, Business Communication Services, and Information Communication Technologies. I ran the coaching department and supervised call centre agents.

### **Clients/Customers**

## Summary of Responsibilities and Achievements

1. Supervise the activities and work volume of Call Centre (CC) Customer Services Representatives in attending to incoming customer enquiries and the resolution of issues raised, in order to provide optimal service delivery.
2. Supervised SLA's with respect to the maintenance of systems, procedures and customer service standards and staff rostering arrangements.
3. Duties, included, but not limited to:
  - Ensure agreed customer service standards are consistently met.
  - Supervise the day-to-day operation of the CC.
  - Consistently monitor staff levels and liaise with management regarding any adjustments required.
  - Liaise with other Team Leaders to ensure a consistent approach to management of CC Customer Services Representatives and CC procedures.
  - Actively participate in performance appraisals for CC Customer Services Representatives.
  - Provide leadership, guidance and support to the CC Customer Services Representatives.
  - Consistently monitor systems with a view to recommending changes / updates to improve them.
  - Assist in the management staff rosters to meet anticipated business requirements to the agreed standards.
  - Maintain published roster records.

## References

Name	Contacts	Role
M.r Gerald Terblanche	<a href="mailto:Gerald.Terblanche@za.webhelp.com">Gerald.Terblanche@za.webhelp.com</a> 074 100 0000	Head of Vodafone
Mr. Zowe Kuyane	<a href="mailto:zowe@inter-active.co.za">zowe@inter-active.co.za</a> 079 275 9113	Skill Development Facilitator

## Education

No.	Course/Qualification	Institution
1	Human Resources Management Diploma	BMT College
2	Intellectual Property Administration Certification	WIPO
3	Facilitating learning using a variety of given methodologies Certification	The Training Edge
4	Conduction Outcome-based Assessments Certification	The Training Edge
5	Online Basics Certification	Google
6	Web Design Diploma	Alison
7	Coding for Designers Certification	Aquent
8	CSS3 Typography	Train Simple
9	CSS3 Box Models	Train Simple
10	Concepts in Games Development (GameDev)	Open Universities Australia
11	Semantic Interaction Design	The Interaction Design Foundation
12	Google Analytics 4 (GA4) Essential Training	LinkedIn Learning
13	Design Powered by Data: Getting Started with UX Web Analytics	LinkedIn Learning
14	UX Foundations: Making the Case for Usability Testing	LinkedIn Learning
15	Interaction Design: Design Patterns as Building Blocks	LinkedIn Learning
16	Interaction Design: Software and Web Design Patterns	LinkedIn Learning
17	Advance Your Skills as a User Experience Researcher	LinkedIn Learning
18	Interaction Design: Dashboards and Visualization	LinkedIn Learning
19	Copywriting for Online Marketing	University of Cape Town
20	Miro for UX: Brainstorming and Collaboration	LinkedIn Learning
21	Applied Interaction Design: Onboarding Flow	LinkedIn Learning
22	Nir Eyalon Creating Habit-Forming Products	LinkedIn Learning
23	Data Analytics: Dashboards vs. Data Stories	LinkedIn Learning
24	User Experience Insights with Chris Nodder	LinkedIn Learning
25	Surveys and Questionnaires for UX Projects	LinkedIn Learning
26	Interaction Design: Projects and Platforms	LinkedIn Learning
27	Conducting Remote UX Research Interviews	LinkedIn Learning
28	Architecture - Interaction Design Foundation	The Interaction Design Foundation
29	Figma Essential Training: Collaboration	LinkedIn Learning
30	Adobe XD Essential Training: Prototype	LinkedIn Learning
31	UX DesignOps: Managing Stakeholders	LinkedIn Learning
32	UX Foundations: Generational Design	LinkedIn Learning
33	UX Deep Dive: Foundational Research	LinkedIn Learning
34	Internet Marketing	University of Cape Town
35	UX Foundations: Multidevice Design	LinkedIn Learning

36	UX Foundations: Interaction Design	LinkedIn Learning
37	Improve Your UX Prototyping Skills	LinkedIn Learning
38	UX Research Methods: Interviewing	LinkedIn Learning
39	HTML5 Structure and Semantics	Train Simple
40	UX DesignOps: Measuring Success	LinkedIn Learning
41	Interaction Design: Deliverables	LinkedIn Learning
42	Interaction Design for Ecommerce	LinkedIn Learning
43	Advance Your Skills in UX Design	LinkedIn Learning
44	UX Deep Dive: Usability Testing	LinkedIn Learning
45	Become an Interaction Designer	LinkedIn Learning
46	UX Deep Dive: Remote Research	LinkedIn Learning
47	Interaction Design: Structure	LinkedIn Learning
48	Interaction Design: Interface	LinkedIn Learning
49	Improve Your UX Design Skills	LinkedIn Learning
50	UX Research: Journey Mapping	LinkedIn Learning
51	UX Foundations: Storytelling	LinkedIn Learning
52	UX Deep Dive: Analyzing Data	LinkedIn Learning
53	UX Research: Being Flexible	LinkedIn Learning
54	UX Research for Agile Teams	LinkedIn Learning
55	JavaScript Fundamentals	Train Simple
56	User Experience Fundamentals	Aquent
57	Sketching for UX Designers	LinkedIn Learning
58	UX Foundations: Research	LinkedIn Learning
59	Interaction Design: Flow	LinkedIn Learning
60	Planning a Career in User Experience	LinkedIn Learning
61	Designing for Developers	LinkedIn Learning
62	Principle for UX Design	LinkedIn Learning
63	UX DesignOps: Overview	LinkedIn Learning
64	HTML5 Fundamentals	Train Simple
65	UX Deep Dive: Mapping	LinkedIn Learning
66	Empathy in UX Design	LinkedIn Learning
67	Figma for UX Design	LinkedIn Learning
68	CSS3 Fundamentals	Train Simple
70	Masterclass Certificate: Win Clients, Pitches & Approval: Present Your Designs	The Interaction Design Foundation
71	Masterclass Certificate: Storytelling Through Visual Design: A Practical Guide	The Interaction Design Foundation
72	Masterclass Certificate: UX Writing: How to Use Words as a Design Power Tool	The Interaction Design Foundation
73	Masterclass Certificate: How to Successfully Change Your Career to UX Design	The Interaction Design Foundation
74	Masterclass Certificate: How (and when) to Run a Design Sprint - Interaction	The Interaction Design Foundation
75	Masterclass Certificate: Beyond Interfaces: The UI Design Skills	The Interaction Design Foundation

76	Masterclass Certificate: 21st Century Design with Don Norman-Interaction	The Interaction Design Foundation
76	Masterclass Certificate: Harness Your Creativity to Design Better Products	The Interaction Design Foundation
78	UX Design: 1 Overview	LinkedIn Learning
79	UX Design: 2 Analyzing User Data	LinkedIn Learning
80	UX Design: 3 Creating Personas	LinkedIn Learning
81	UX Design:4 Ideation	LinkedIn Learning
82	UX Design: 5 Creating Scenarios and Storyboards	LinkedIn Learning
83	UX Design: 6 Paper Prototyping	LinkedIn Learning
84	UX Design: 7 Implementation Planning	LinkedIn Learning
85	Building and Maintaining Your UX Design Portfolio	LinkedIn Learning