

Morena Mallane

Senior Product Designer · Design Systems · AI Design Workflows

Johannesburg, South Africa · Remote (UTC+2) | gabrielmallane96@gmail.com | +27 71 908 7611
morena-portfolio.pages.dev | linkedin.com/in/morena-gabriel-mallane

SUMMARY

Senior Product Designer with 6+ years across fintech, education, healthcare and e-commerce, specialising in design systems, UX research and AI-augmented design workflows. At Velocity Labs I designed and built the studio's suite of nine Claude skills, from UX audits to developer handoff, plus the Figma + Claude MCP workflow the team uses daily. I design systems that hold up once they reach code, and I prototype in HTML. My research background includes digital banking studies for one of South Africa's major banks.

EXPERIENCE

Senior Product Designer · Velocity Labs (UK studio, remote) · Contract

Jul 2025 – Present

- Built the studio's suite of nine Claude skills: UX audit, content audit, UX copy review, developer handoff, low-fi wireframing, brand token extraction, UI kit theming, audit decks and scope-of-work user stories. Each one turns a process that lived in one person's head into something the whole team can run.
- Documented the studio's Figma + Claude MCP workflow (prompts anchored to node IDs, with an approval gate before any change lands) and trained colleagues on it. The team now uses it daily.
- RFP for a global TEFL provider (website and student platform redesign, pitched against 25+ agencies): introduced an AI workflow that extracted brand infrastructure from the client's existing site and ran two concepts in parallel on one shared token set, which helped us win the RFP.
- Led the Debonairs website redesign: a mobile-first design system (Relume base) that brought the website in line with the ordering platform. Broke the project into sprint-sized chunks from the sitemap down and delivered on a tight deadline with QA. Live since January 2026.
- BOCO coaching marketplace MVP: coach dashboard, onboarding and session booking. Established a KYC-based coach verification process with an admin dashboard for approvals. Rethemed Untitled UI onto the client's tokens and delivered the key journeys as clickable HTML prototypes.
- Sauce Advertising and Sephaku websites: UX audit, sitemap and wireframes, then responsive designs at 1440 / 768 / 390 with HTML section builds and QA before client review.
- Wrote an AI-era upskilling curriculum for designers: tokens and variables, Claude + Figma, and GitHub for designers.

Product Design Strategist · Scrums.com (formerly SovTech) · Contract

Sep 2024 – Jan 2025

- Developed a cohesive brand and interface identity for a fintech platform, which won the client a design subscription.
- Led design of financial platforms within Agile teams; built design system components and ran user research to inform roadmap priorities.

Product Designer · Byte Orbit

Sep 2023 – Sep 2024

- Designed financial dashboards and transactional interfaces for digital banking products.
- Introduced the Design Value Framework (DVF) for evaluating fintech business concepts.
- Led interaction design and accessibility improvements, keeping designs aligned with financial UX best practice and regulatory guidelines across product, marketing and engineering.

Product Designer · Yebo Fresh · Contract

Apr 2023 – Aug 2023

- Designed dashboards to move cash-based payments to digital transactions.
- Brought consistency across the e-commerce platforms with the Chakra design system; ran UX research and audits across web and mobile.

UX Researcher · HowMightWe

Apr 2022 – Apr 2023

- Ran in-depth UX research for one of South Africa's major banks, shaping its digital banking experience.
- Designed and ran usability and ethnographic studies, interviews and tests for financial and healthcare clients, using prototypes built in Figma and Axure.
- Presented findings and recommendations to key stakeholders, influencing product direction.

UI/UX Designer · Jobjack

Sep 2021 – Mar 2022

- Facilitated design-thinking workshops across departments; built user journeys and flows from research insights.
- Kept the UI consistent across mobile apps, SaaS platforms and responsive web; ran usability tests and iterated on the results.

Earlier: Growth Manager, Watobe (Jan – Aug 2021) · UX Designer, Freelance (Nov 2020 – Feb 2022) · UX Design Intern, Orange Juice (Aug – Sep 2020) · Student Advisor, Red & Yellow Creative School of Business (Sep 2018 – Jan 2021)

FOUNDER EXPERIENCE

Founder & Product Designer · Kutlwano Creative Studio

Apr 2023 – Present

Independent design studio. I lead design strategy, information architecture and product design across client projects and internal products.

Co-founder · Sgela

Early stage

Daily practice platform that lets South African learners try a career before choosing it. Validated with 12 learner interviews; built the marketing site, learner platform and admin portal.

SKILLS

Product design: product strategy, interaction design, information architecture, user journeys, UX writing, accessibility

Research: user interviews, usability testing, ethnographic studies, test plans, design-thinking workshops

Design systems: tokens and variables, component libraries, theming, Untitled UI, Chakra UI, documentation

AI and code: Claude Code, Claude skills, Figma MCP, HTML/CSS prototyping, GitHub, Vercel

Tools: Figma, FigJam, Figma Make, Framer, Axure, Useberry, Shopify

CERTIFICATIONS

Claude Certified Architect, Foundations · Anthropic · In progress, 2026

Product Discovery Micro-Certification (PDC) · Product School · 2026

Artificial Intelligence Micro-Certification (AIC) · Product School · 2025

Path to Product Strategy · herbig.co · 2024

EDUCATION

Advanced Diploma, User Centred Design · Red & Yellow Creative School of Business · 2020

BCom, Sports & Recreational Management · North-West University · 2014 – 2017

Short courses, Red & Yellow (2019 – 2020): Design Thinking, User Experience Design, Graphic Design, Marketing Strategy