# **HILARY NDODANA MOYO**

Mobile-first Product Designer | UX/UI | Mobile & Design Systems | Al-assisted workflows

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**Location:** Gaborone, Botswana (Remote-friendly)

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### **SUMMARY**

Mobile-first Product Designer delivering end-to-end UX for fintech and consumer apps. Led research, wireframes, high-fidelity prototypes, and design systems with Figma and Al-assisted workflows (GPT, Galileo). Drove accessibility and clear developer handoff across web and mobile. Portfolio includes financial literacy, budgeting, and habit-tracking products with reusable components and shipped no-code delivery, including a budgeting app with 600+ users.

## **SKILLS**

Hard: Figma; Prototyping; Wireframing; Information Architecture; Design Systems (tokens, components, variants, dark mode); Accessibility (WCAG); Usability Testing (moderated, unmoderated); Personas; Journey Mapping; Developer Handoff (Figma Dev Mode, Zeplin); HTML/CSS basics; No-code (Adalo); QA/Testing; AI Tools (GPT API, Diagram, Galileo); Chatbot UX; Personalization Patterns; Documentation/Annotations; Component Libraries; Spacing/Typographic Scales.

Soft: Remote Collaboration; Stakeholder Alignment; Requirements Gathering; Documentation; Presentation; Iterative Design; Time Management; Cross-functional Coordination; Feedback Incorporation; Client Management; Asynchronous Communication; Attention to Detail; Self-direction.

#### **EXPERIENCE**

#### Squareone International LLC - Founder & Lead Product Designer

Remote · 2023–Present

- Led a design consultancy that delivered end-to-end mobile and web UX from discovery through developer handoff for startup clients.
- Built and maintained design systems (tokens, components, variants, dark mode) that improved component reuse and accelerated delivery speed.

- Prototyped Al-assisted flows (GPT-based suggestions and microcopy) and documented guardrails to ensure safe, clear UX..
- Drove accessible UI (contrast, target sizes, error/empty/offline states) and produced clean specs and annotations for engineers.
- Key projects under Squareone:
  - Babylon Balance (2023-Present): Designed 25+ screens for Babylon Balance, a no-code Adalo budgeting app, integrating GPT suggestions, structuring the database, and leading QA for onboarding, income/expense tracking, and advice flows.
  - PRecovery (2024): Redesigned PRecovery's habit-tracking experience, updating dashboard, progress tracking, and feedback flows with calming, accessible UI while managing client reviews remotely.
  - 3. **Piggy for YNAB (2025):** Kids' budgeting concept. Converted Piggy for YNAB from a rough vision into clear flows and an interactive Figma prototype, creating personas, wireframes, and a narrative onboarding for a kids' budgeting concept.

#### Yiya Kude / TravSim - UI/UX Designer

Remote · 2021-2023

- Delivered UI/UX and visual design across interactive products, translating client requirements into wireframes and high-fidelity UI.
- Standardized components and spacing/typography scales and partnered with stakeholders to iterate toward product—market fit.

### **ACHIEVEMENTS**

- Shipped and maintained a reusable component library that reduced new-screen build time and improved handoff quality.
- Published Babylon Balance to production with 600+ users, organizing feedback loops to plan iterative improvements.
- Ran lightweight usability tests (remote) and folded findings into flows, improving clarity of onboarding and empty/error states.

## **EDUCATION & CERTIFICATIONS**

- Business Development Management Certificate University of Cape Town, 2025 (Completed May 2025)
- Product Design Certificate Uxcel ( 2025)
- **Diploma in Fine Arts -** University of Fort Hare, 2016-2018 (Alice, South Africa)

## **CONTINUOUS LEARNING**

Uxcel • UX Collective • DesignBetter • AI UX Trends

## **LANGUAGES**

English: Professional Proficiency.