

# Batsirai Madzonga

HEAD OF DESIGN / DUBAI



Batsirai has over 14 years of experience as a design professional with a focus on digital executions. His Bachelor in Computer Science degree coupled with a lifelong passion for design and fine arts manifests into a best of both worlds approach to digital product design.

He is currently scaling the design practice as the Head of Design at Al Hilal Bank, having spent over a year at one of the largest banking groups in the Middle East, Emirates NBD, as its Design Systems Lead. It was there he oversaw the implementation of scalable, best-in-class product design methodologies for the whole banking group including retail and wholesale banking platforms, Liv Digital Bank, and E20. Digital Business Bank.

## CONTACTS

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## WORK EXPERIENCE

**4M** AUGUST 2021 / PRESENT  
HEAD OF DESIGN | Al Hilal Bank

DEPARTMENT HEAD

Abu Dhabi, UAE

- Head of Design managing a team of 11 product designers.
- Scale and mature the design practice within the business.
- Set up an innovation lab for usability research.
- Initiated the adoption of our Design System.
- Developed the DesignOps framework.

**6M** JAN 2021 / AUGUST 2021  
EXPERIENCE DESIGN LEAD | Ogilvy

MANAGER

Dubai, UAE

- Lead the creation of digital products made from a user's perspective following human centered methodologies building personas, empathy models, user journeys, etc.
- Interact with clients and business leads to understand requirements, challenges and ambition
- Facilitate internal team communication, bridging the gap between visual design and development
- Own overall design governance

**1.1Y** JAN 2020 / JAN 2021  
DESIGN SYSTEM LEAD | Emirates NBD ↑

SENIOR

Promotion

- A 70% reduction in development of the Emirates Islamic online banking platforms through the implementation of a scalable and modular design system. The team managed to leverage a single code base for both Emirates NBD and Emirates Islamic, resulting in faster development and drastic cost savings in maintenance.
- Ran an audit to improve the usability and development of the E20 Digital Business Bank mobile application.
- Furthering the maturity of Emirates NBD's design system to enable the successful roll-out of multiple initiatives like the CRM Transformation, Compliance 360, ATM Transformation, and EI Smart Miles.

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## PROFICIENCIES

Design Leadership

Experience Design

Design Systems

User-centered Design

Product Development

## AWARDS

UI/UX Designer of the Year 2021

Freelance Business Awards

Digital Gem: Like a Leader Award

Emirates NBD

## WORK EXPERIENCE

5M

AUG 2019 / DEC 2019

SNR. INTERACTION DESIGNER | Emirates NBD

SENIOR

Dubai, UAE

- Managing Emirates NBD's Design System.
- Define the UI for Emirates NBD products and features.
- Conduct usability testing
- Help to formulate experience design strategies.

6M

SEP 2018 / FEB 2019

CREATIVE TECHNOLOGIST | BPG Group ↑

SENIOR

Promotion

- Worked closely with the Executive Creative Director, Strategists, and the broader creative team to guide the technical execution of projects from an interaction design, usability, development and technical perspective.

10M

NOV 2017 / AUG 2018

SENIOR UI DESIGNER | BPG Group

SENIOR

Dubai, UAE

- UI/UX design and research
- Art direction
- Digital campaign conceptualizations

4M

JUL 2017 / OCT 2017

SENIOR UI DESIGNER | Wunderman SA

SENIOR

Johannesburg, South Africa

- UI/UX design and research
- Art direction

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## EDUCATION

### HARVARD BUSINESS SCHOOL

2020

Disruptive Innovation

- Harnessing the power of Disruptive Innovation to craft winning strategies

### BSC COMPUTER SCIENCE

University of Cape Town  
South Africa  
2005-2007

Relevant Courses:

- Software Engineering
- Game Design

### INTERACTION DESIGN FOUNDATION

2018

- User Research
- Web Design for Usability
- User Experience

### CAMBRIDGE A-LEVELS

Lomagundi College  
Zimbabwe  
2003-2005

- Maths - B
- Physics - C
- Chemistry - D

## WORK EXPERIENCE

**1.2Y** MAY 2016 / JUN 2017  
ASSOCIATE CREATIVE DIRECTOR | Wunderman SA ↑ **Promotion** **MANAGER**

- Creative reviews for the design studio (team of 10)
- Design for print and digital
- Art direction
- Mentoring junior designers

**11M** JUL 2015 / MAY 2016  
SENIOR DIGITAL DESIGNER | Wunderman SA **SENIOR**  
Johannesburg, South Africa

- Design for print and digital
- Art direction

**11M** MAR 2014 / JAN 2015  
CREATIVE ARCHITECTURE | Excel Communications **SENIOR**  
Harare, Zimbabwe

- Design for print and digital
- Web development
- 3D visualization for products and architecture

**1.6Y** JUN 2013 / NOV 2014  
LECTURER | Zimbabwe Institute of Vigital Arts **MANAGER**  
Harare, Zimbabwe

- Taking the final year class in graphic design
- Thesis advisor for final year students.
- Final year 3D rendering techniques and modeling

# Batsirai Madzonga

EXPERIENCE DESIGN LEAD / DUBAI

[www.madzonga.com](http://www.madzonga.com)

## REFERENCES

### James Palmer

Emirates NBD  
SVP Head of Design

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### Christian Mouton

Wunderman Thompson Technology  
Managing Director

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### Olinda Dsouza

BPG Group  
HR Manager

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## WORK EXPERIENCE

6M

SEP 2018 / FEB 2019

HEAD OF CREATIVE AND MEDIA | Tradeport

MANAGER

Harare, Zimbabwe

- In charge of handling all the media accounts
- Product design and development
- Marketing concepts and art direction

11Y

JAN 2010 / PRESENT

CO-FOUNDER | Blue Republic Water

DIRECTOR

Johannesburg, South Africa

- Cofounded Blue Republic Artesian Water  
[[www.blurepublic.org](http://www.blurepublic.org)]
- Developing & implementing product lineup
- Design and development of digital brand platforms

5,0Y

FEB 2008 / OCT 2013

CO-FOUNDER & LEAD DESIGNER | In Creation (Pvt) Ltd Harare, Zimbabwe

DIRECTOR

- Cofounded In Creation Design and led the design department for 5 years
- Managing a team of 3 junior designers for web and print
- Social media marketing concepts