

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

TEL: +971 55 370 6613

EMAIL: batsi@madzonga.com

WEB: www.madzonga.com

WORK EXPERIENCE

Head of Design

Al Hilal Bank August 2021 - Present

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.

Experience Design Lead

Ogilvy Jan 2021 - August 2021

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

Design System Lead

Emirates NBD Jan 2020 - Jan 2021 ↑


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

Snr. Interaction Designer

Emirates NBD Aug 2019 - Dec 2019

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.

Creative technologist

BPG Group Sep 2018 - Feb 2019



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.

Senior UI Designer

BPG Group Nov 2017 - Aug 2018

SENIOR

Dubai, UAE

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

Senior UI Designer

Wunderman SA Jul 2017 - Oct 2017


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

Associate Creative Director

Wunderman SA May 2016 - Jun 2017



MANAGER

Promotion

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

Senior Digital Designer

Wunderman SA Jul 2015 - May 2016

Johannesburg, South Africa

SENIOR

- Design for print and digital
- Art direction

Creative Architecture

Excel Communications Mar 2014 / Jan 2015

Harare, Zimbabwe

SENIOR

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

Lecturer


ZIVA Jun 2013 - Nov 2014

Harare, Zimbabwe

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

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EXPERIENCE DESIGN LEAD / DUBAI

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REFERENCES

James Palmer

Emirates NBD

SVP Head of Design

E: jamesedwardp@emiratesnbd.com

M: +971 50 911 2704

Christian Mouton

Wunderman Thompson Technology

Managing Director

E: christian.mouton@wunderman.com

M: +27 83 414 4450

T: +27 11 880 9048

Olinda Dsouza

BPG Group

HR Manager

E: olinda.dsouza@bpggroup.com

M: +971 50 955 4620

WORK EXPERIENCE

Head of Creative and Media

MANAGER

Tradeport Sep 2018 - Feb 2019

Harare, Zimbabwe

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

Co-Founder

DIRECTOR

Blue Republic Water Jan 2010 - Present

Johannesburg, South Africa

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

Co-Founder & Lead Designer

DIRECTOR

In Creation (Pvt) Ltd Feb 2008 - Oct 2013

Harare, Zimbabwe

- 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