

# ALTONJUNIOR SIIMA

**Design Leader | Digital Transformation Specialist** | altonjunior.siima@gmail.com | +27 84 492 0178 | [www.altonjuniorsiima.com](http://www.altonjuniorsiima.com) | [www.linkedin.com/in/altonjunior-siima](https://www.linkedin.com/in/altonjunior-siima)

## PROFESSIONAL SUMMARY

Senior Product Designer and Digital Transformation Specialist with a strong foundation in leadership, business strategy, and design innovation. Equipped with an Executive MBA in Digital Transformation, I bridge creativity and strategy to drive people-focused outcomes and operational excellence. With over five years of experience leading design and cross-functional teams across fintech, telecom, and enterprise environments, I excel at translating user insights into scalable digital solutions that advance organizational goals

## EDUCATION

- Executive MBA** in Digital Transformation (CDO, Chief Digital Officer) - **Tech Technological University**
- Master’s Degree:** Digital Product Design (UI/UX)  
**Tech Technological University**
- Bachelor of Science:** Computer Science (User Experience)  
**University of London**
- UX Design Professional Certificate**  
**Google**

## CORE CAPABILITIES

- Strategic Leadership & Change Management
- Design Thinking
- UX Research & Analysis
- Process Optimization
- Digital Transformation Strategy
- Team Development & Mentorship
- Figma & Design Systems
- Cross-Functional Collaboration
- Performance Alignment (KPIs)

## PROFESSIONAL EXPERIENCE

### Senior Product Designer – Agent Experience Team (MTN Group) | Johannesburg | Aug 2025 – Present

Drive UX design initiatives for Agent App experiences across the MTN MoMo platform. Partner with developers, business analysts, and other stakeholders to deliver efficient, user-centered solutions. Conduct competitive benchmarking and business insight research to align design standards with market trends. Champion accessibility, consistency, and innovation through design system adoption.

### Lead UX/UI Designer – Adapt IT | Johannesburg | Aug 2023 – Jul 2025

Led a multidisciplinary team of **5 Designers, Developers, and 3 Testers** delivering UX solutions for higher education and enterprise products. Applied digital transformation frameworks to improve operational efficiency and product usability. Facilitated design sprints, workshops, and alignment sessions to accelerate delivery. Mentored junior designers and contributed to a collaborative, growth-focused team culture.

### Senior UX/UI Designer – TedTec Business Solutions | Johannesburg | Nov 2019 – Jul 2023

Supported onboarding, development, and continuous performance improvement for junior designers. Strengthened design governance and cross-functional collaboration with product and development teams. Encouraged open communication and team cohesion through consistent check-ins and process improvements.