

RESUME'

SETH MBHELE

DIGITAL NATIVE

USER EXPERIENCE LEAD



RESUME

SETH MBHELE

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BIOGRAPHY



SETH MBHELE

“Pan-Africanist, Baconologist, Unicorn Hunter,
Digital Strategist, User Experience Ninja”



SHORT INTRODUCTION

My first foray into what we today call “digital” was all the way back in 1995; when conditions, tools and technology meant that a huge amount of innovation was needed to complete the most basic of projects. Getting my start shadowing my older brother and creating one of the first weblogs in South Africa (for the University of Natal student paper); I got to be really good at hand-coding and leveraging infrastructure constraints such as poor internet and cross-browser compatibility. Over the coming years, I got to marry this early exposure and experience with executive management and entrepreneurship to create and run a full service digital consultancy.

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WORK EXPERIENCE

21 years professional experience

6 years as head of agency

10 years multi-disciplinary experience
in strategy, UXD, design and
development

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SKILLS

UX Strategy

UX Design

Running a team

Graphic Design

Full Stack Dev

User Research

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CONTACT ME

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PROFESSIONAL POSITIONS

2015 - 2018 UX Lead

Digital Voodoo

2011 - 2015 UX Designer

Digital Voodoo

2009 - 2011 Web Designer & Developer

Digital Voodoo

2007 - 2009 UI Designer

Bhele Media & Marketing

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CONCISE BIOGRAPHY



As per the brief introduction; my entry into digital was anything but conventional. The ensuing years followed on this trajectory; fuelled by a hunger for knowledge and a better understanding of people [users], their habits and how they make decisions.

In between the years spent in digital; my experience also spans the hospitality industry; where, between 1999 and 2007, I held various executive management positions within the hospitality industry. This invaluable experience exposed me to leadership (at one point running a team of 1000+ staff) and more importantly; a keen understanding of customers [users], product / market fit, product development, acquisition and retention strategies.

Since my return to digital some 10yrs ago; I have been driven by a passion for rich and engaging user experiences. I have worked with a wide range of clients from blue chip, global, government, non-profit, startups honing my skills at digital problem solving.

Being a founder and head of a digital agency, one has developed many skills (out of need and lack of local resources) from graphic design, product development, startup engineering, full stack development and user research and crafting delightful and meaningful user experiences.

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SOFTWARE APTITUDE

UXD

Sketch | Balsamiq | Marvel | Adobe XD | Invision | Axure | Omnigraffle

VISUAL DESIGN

Adobe Photoshop | Adobe Illustrator

Adobe InDesign

DEVELOPMENT

Eclipse IDE | Intel XDK (Mobile App IDE)

MySQL & Postgres

LANGUAGES & FRAMEWORKS

PHP | Java | HTML | Javascript | Ruby on Rails

PROJECT & RESOURCE MANAGEMENT

Trello | BaseCamp | Omniplan

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REFEREES & COLLABORATIONS

Tsakani Mashaba - Founder - Michael Mikiala Men (2013 - Present) - tsakani@michaelmikiala.com - 083 692 6495

- UX, UI, eCommerce Strategy - Michael Mikiala Men eCommerce Platform and Fulfilment Management

Butholezwe Khuzwayo - Senior Account Director - Ogilvy (2007 - 2011) - butho.khuzwayo@gmail.com - +61 416 829 075

- UX - Outlet Valuation Toolkit Application - British American Tobaccos (HORECA)

- UX Strategy - Be the coach campaign - Carling Black Label

Sifiso Motha - Software Engineer - Figtory - sifiso@figtory.com - 011 066 8591 - 076 716 5915

- UX - University of Zululand Student Portal

- User Research and Digital Insights - PostBank

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SHORT FACTS

A LITTLE BIT ABOUT ME AND MY WORK.

A DIGITAL LIFE WELL LIVED



"Bacon is going to save the world. I don't know how, but it will."

6
Cups of coffee to
wake up :(

79
Satisfied clients to date

Years of executive
experience

21

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MEDICINS SANS FRONTIERES (MSF AFRICA)



WORK

Approached by the client to perform a digital performance audit on their existing digital infrastructure and realign organisational communication objectives, the platform and actual user behaviour. We delivered a digital strategy focussed on user experience design, information architecture, user journeys, usability and shareability; all encompassed in a refreshed look and feel and well articulated call to action.

- Digital Zeitgeist - Digital Strategy - Digital Optimisation Plan - User Experience Design - Custom Web Development

2

THE BLACKNESE



WORK

Approached by the client to develop their digital presence across various platforms. We delivered on a digital strategy that sought to leverage Online PR and a strong digital presence on a restaurant start-up budget.



MICHAEL MIKIALA MEN

Approached by client to develop an eCommerce solution from acquisition, engagement, online purchase to fulfilment. We have a long term partnership with the client to manage the platform and fulfilment logistics globally.

PLEASE REFER TO MY WEBSITE FOR CASE STUDIES AND A BETTER UNDERSTANDING OF MY UX PROCESS

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CLIENTS

I HAVE BEEN FORTUNATE TO DO SOME GREAT WORK
WITH AMAZING CLIENTS

CONSTITUTION HILL

#GOODCROWD



darkstar*



Mercedes-Benz

