# Lusanda Sentane

SENIOR PRODUCT DESIGNER · PRODUCT EXPERIENCE · UX STRATEGY

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## PROFILE

Product designer with 7+ years of experience designing digital products and services across banking, fintech, EdTech and technology. Experienced in taking complex problems from discovery through delivery, combining user research, UX strategy, interaction design, prototyping and stakeholder collaboration. Strong track record of working across product, engineering and business teams to turn customer and business needs into scalable digital experiences.

## EXPERIENCE

### Senior Product Designer

Standard Bank, Gauteng · July 2023 – Present

- UCount App Migration: Led end-to-end product design for the UCount experience within the Standard Bank app, supporting an ecosystem serving 1.4M+ customers. Worked across discovery, journey mapping, UX flows, prototyping, validation, UI design and delivery.
- UCount + Khayalami (Internet Banking): Designed the integration of UCount Rewards into Internet Banking, aligning journeys across digital channels and collaborating with product, engineering and business stakeholders through design and delivery.
- UCount Website (Personal & Business): Led experience design for a large-scale website spanning personal and business customers, including pre-login and post-login journeys. Defined information architecture, navigation, reusable components and end-to-end customer journeys while working with stakeholders, CMS and development teams.
- Applied user-centred methods including stakeholder interviews, workshops, user research, journey mapping, usability testing, prototyping and analytics-informed iteration to identify experience gaps and translate complex requirements into actionable design.
- Led design conversations across complex requirements and supported development teams through handover, implementation and launch. Also provided UX/product design support across additional Standard Bank teams and customer journeys.

### Intermediate UX/UI Designer

DVT, Gauteng · Feb 2021 – Jan 2023

- Collaborated with Product, Engineering and Growth teams to design and ship digital products across desktop, mobile web, iOS and Android.
- Delivered end-to-end UX/UI solutions across EdTech, FinTech and other digital products, balancing usability, scalability and business objectives.
- Drove user-centred design from requirements and flows through high-fidelity design, prototyping and development handover.

### UX/UI Designer

Vision Bank, Saudi Arabia · Feb 2022 – Dec 2022

- Joined as the second designer to help build Saudi Arabia's first fully digital bank from the ground up.
- Led design requirements, stakeholder interviews and workshops, translating business needs into actionable product experiences.
- Developed and scaled the design system across native Android/iOS mobile and tablet experiences, and supported development teams on implementation and design fidelity.

### UX/UI Designer

EDGE Education, Cape Town · May 2021 – Oct 2021

- Created high-fidelity designs and interactive prototypes for deadline-critical product initiatives, working closely with Project Owners, Business Analysts and development teams.
- Redesigned the corporate website and led design on two key product initiatives, improving clarity of requirements and delivery.

### Product Designer

The View, Queenstown · Jun 2020 – Jan 2021

- Designed loyalty programme features across mobile and web, aligning user experience with business goals.
- Conducted user research, UX flows, wireframes and interactive prototypes to validate solutions and inform design decisions.

### Product Designer

Nuepisode, Freelance · Sep 2018 – May 2020

- Consulted with technology startups to review existing products and deliver design solutions addressing user needs and business challenges.
- Led the design process across research, information architecture, interaction design, visual design and prototyping, working directly with clients and development teams.

### Graphic Designer

Freelance · Mar 2018 – Sep 2018

- Designed  corporate identities, personal branding and marketing collateral for startups and SMEs, collaborating with product owners to align work with business objectives

## EDUCATION & TRAINING

Introduction to Research Methodology · Wits University · 2025

UX & Web Design Master Course: Strategy, Design, Development · Udemy · 2021–2022

User Experience Design · Coursera · May–July 2020

CCNA Routing and Switching · Vodacom ICT Resource Centre · 2019–2020

Introduction to Networks · The Graduate of South Africa · 2018–2019

Information Technology, Systems Development (C#) · MSC Business College · 2018–2019
National Senior Certificate (Matric) — 2015

## CORE CAPABILITIES

Product Design UX Strategy  User Research User Testing Journey Mapping
Information Architecture Interaction Design Prototyping
Design Systems Stakeholder Workshops Stakeholder Management Figma

## LINKS

Portfolio lusandasentane.com
LinkedIn linkedin.com/in/lusanda-sentane-76091b188
Medium medium.com/@lusandasentane