TONGWARA BLESSING KATSIDZIRA

Lead Product Designer | Creative Director | UX Strategy & Digital Product Development

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PROFESSIONAL PROFILE

Product Design Leader, Creative Director and Founder with over 25 years of experience spanning creative strategy, brand development, digital transformation and visual communication, including more than eight years specialising in UX/UI design and digital product development.

Holds a Master of Arts in User Experience Design from Falmouth University, United Kingdom, combining human-centred design, user research, product strategy and interaction design with extensive creative and commercial leadership experience.

As Founder and Creative Director of Pixykorner Studio, leads multidisciplinary teams developing enterprise websites, digital platforms, SaaS solutions and integrated communication systems. Combines hands-on UX/UI expertise, entrepreneurial leadership and AI-assisted product development to connect user needs, business objectives and technical delivery.

CORE COMPETENCIES

- Human-Centred Design
- UX Research
- Usability Testing
- Information Architecture
- User Journey Mapping
- Wireframing & Prototyping
- Design Systems
- Interaction Design
- Heuristic Evaluation
- Creative Direction
- Brand Strategy
- Digital Transformation
- Product Roadmapping
- Stakeholder Engagement
- Integrated Campaigns
- Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Founder & Creative Director | Product Design & Development | Pixykorner Studio (Pty) Ltd 2011 – Present
South Africa

Lead creative and digital product strategy across UX/UI, enterprise platforms, SaaS concepts and integrated communication programmes.

- Lead end-to-end UX/UI and digital product design, from discovery and user research through information architecture, prototyping, interface design and implementation.
- Direct multidisciplinary creative and technical teams, aligning digital experiences with user needs, business goals and delivery requirements.
- Develop user journeys, interaction patterns, design systems and scalable interfaces for complex organisational and product requirements.
- Collaborate with developers using Figma, Next.js, Directus, GitHub and AI-assisted tools to translate concepts into functional digital experiences.
- Lead stakeholder workshops, design reviews and discovery sessions to define requirements, prioritise solutions and guide delivery.
- Provide creative direction across brand identity, digital communications and integrated campaigns, connecting brand strategy with product experience.
- Led the Pixykorner creative team for the inaugural Intra-African Trade Fair (IATF2018), supporting an event that recorded US$32.6 billion in cross-border trade deals against a US$25 billion target (30.4% above target).
- Manage client project budgets, scopes and timelines to deliver work on brief and within agreed costs.

Creative Director | Elements Advertising 2006 – 2010
South Africa

- Contributed to integrated brand communication campaigns and consumer-facing creative concepts.
- Developed advertising, print production and brand implementation materials.
- Collaborated with creative and account teams to translate client objectives into visual solutions.
- Managed client project budgets for campaign and print production to deliver within agreed costs.

Creative Director | B&D Creatif 2003 – 2005
Zimbabwe

- Developed corporate identity, advertising, editorial design and commercial print materials.
- Prepared production-ready artwork and supported typography, layout and creative concept development.
- Delivered graphic design and visual communication across advertising and print production.
- Managed client project budgets and production costs for advertising and print projects.

Designer | M&M 319 1999 – 2001
Zimbabwe

- Designed and produced publications for a film and TV production company specialising in commercials, corporate documentaries, and television and radio programmes.
- Supported feature film and regional news production.
- Worked with clients including New Start Centre, United Nations and Save the Children.

EDUCATION & QUALIFICATIONS

Master of Arts (MA) in User Experience Design | Falmouth University | Cornwall, England 2023 – 2025
Certificate in User Experience Design | University of Cape Town | Cape Town, South Africa 2019
Certification in Digital Marketing | University of Cape Town | Cape Town, South Africa 2016 – 2017
Advanced Diploma in Interactive Media (Electronic Media) – Not Completed | Box Hill TAFE | Melbourne, Australia 2002
Certification in Web Design | ZIVA, Media Arts Faculty | Harare, Zimbabwe 2000
Diploma in Print Design | Harare Polytechnic | Harare, Zimbabwe 1997 – 1999
Certification in Print Design | Harare Polytechnic | Harare, Zimbabwe 1996 – 1997

PROFESSIONAL MEMBERSHIPS & BOARD APPOINTMENTS

Member | User Experience Professionals Association (UXPA) 2023 – Present
Board Member | Intra-African Trade Fair 2018 – 2019

TECHNICAL PROFICIENCIES

UX/UI & Prototyping	Figma, FigJam
Creative Design	Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro
Web & Product Development	Next.js, React ecosystem (built with AI coding agents), WordPress, Webflow, Squarespace
CMS & Infrastructure	Directus, Vercel, GitHub
AI-Assisted Development	AI agent–driven development of Next.js and React applications (Claude, Codex, ChatGPT, Lovable, v0)
Analytics & Marketing	Google Analytics 4, DV360, OpenX, Sprout Social
Product Collaboration	Notion, Figma, GitHub
Methodologies	Design Thinking, Human-Centred Design, Agile collaboration, usability evaluation

SELECTED PROFESSIONAL STRENGTHS

- **Strategic Design Leadership:** Connects business objectives, user needs and creative execution.
- **Cross-Disciplinary Expertise:** Combines traditional graphic design and production with contemporary digital product design.
- **Enterprise & Public-Sector Experience:** Works across complex stakeholder environments and institutional requirements.
- **Entrepreneurial Product Thinking:** Conceptualises SaaS platforms and digital marketplaces with commercial viability and scalability in mind.
- **International Perspective:** Academic and professional exposure spanning Southern Africa, Australia and the United Kingdom.

ADDITIONAL INFORMATION

Residency: South African Permanent Resident | **Languages:** English and Shona | **Work:** International remote (EMEA / Global), hybrid or on-site