

ABOUT

I'm a UI/UX and Product Designer with 8+ years of experience creating digital experiences across B2B SaaS and B2C products, marketing platforms and design systems. My strength lies in balancing user needs, business objectives, requirements and technical constraints and converting them into practical, intuitive and scalable digital experiences.

SKILLS & COMPETENCIES

- User-centred design
- UI design
- UX design
- Interaction design
- User research
- Competitor analysis
- User journeys & flows
- Information architecture
- Wireframing
- Mockups
- Prototyping
- Usability testing
- WCAG 2.1 AA accessibility principles
- Design systems (DSM)
- Design audits
- Data visualisation
- Visual design
- Responsive design
- HTML & CSS fundamentals

TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator

FORMAL EDUCATION

Bachelor of Arts (BA) Degree, Graphic Design – Eduvos

Jan 2013 – Dec 2016 (4 years)

I graduated with cum laude in the field of Advertising in 2015 and completed an additional year thereafter with subjects in Multimedia.

PROFESSIONAL CERTIFICATES

UX Design Short Course – University of Cape Town (UCT)

April 2017 – June 2017 (10 weeks, online)

UI/UX Design Short Course – Academy of Digital Arts

Jan 2018 – Feb 2018 (4 weeks, in person)

WORK EXPERIENCE

Product Designer (Contractor) – Drifter World / edX

May 2026 – Present (5 months) • Remote



After relocating back to South Africa, I've continued working as a contractor for Drifter World where I designed configuration and management workflows for their parking sites, including pricing, rules, zones, availability and operational settings. I also contracted for edX by running an auditing sprint on their incomplete Design System by highlighting design specifications, pinpointing inconsistencies, identifying areas of improvement, and locating missing components and gaps in variant states. This helped them set up a roadmap together with their development team to strengthen their design toolkit and online website.

Product Designer – Drifter World

Jul 2024 – April 2026 (1 year, 10 months) • Gothenburg, Sweden



I moved to Sweden where I worked as the sole product designer for a parking operations company that survey vehicle activity on their clients' sites. I worked closely with product and engineering stakeholders and applied user-centred design principles to simplify complex workflows and translate user needs, business requirements and technical constraints into intuitive digital experiences. Key contributions included:

- Designed a B2B analytics and operations platform, including data visualisation dashboards that transformed complex parking activity into clear, actionable information.
- Designed map-based interfaces and real-time occupancy visualisation to help users understand activity across multiple locations.
- Designed permit management and role-based access control experiences, accounting for different user types, permissions and administrative needs.
- Redesigned key areas of the B2C mobile app and online payment experience through extensive usability testing to simplify complex parking rules, payment flows and customer interactions.
- Developed reusable UI patterns and design-system components to improve consistency across products and accelerate future design work.

UI/UX Designer (Contract) – FourthRev

Oct 2023 – Mar 2024 (6 months) • Remote



Conducted a comprehensive UX/UI audit and redesign of paid landing pages to identify opportunities to improve usability, visual hierarchy and conversion performance. I also created visual design assets for their online courses and marketing campaigns.

Mid-Weight UI Designer – 2U

Dec 2019 – Aug 2023 (3 years, 8 months) • Cape Town, South Africa



Designed web pages and patterns across their marketing and digital products and also contributed to conversion rate optimisation through the enhancement and iteration of existing interfaces and experiences. I maintained consistency across digital experiences through established design standards, patterns and visual systems.

Junior UI Designer – 2U

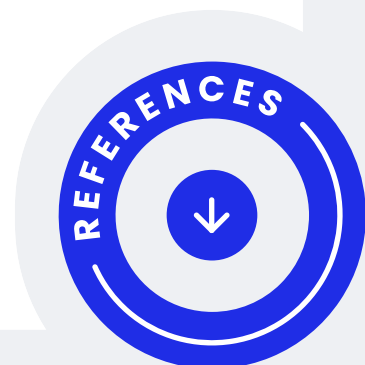
Jan 2019 – Dec 2019 (1 year) • Cape Town, South Africa

Graphic Designer – GetSmarter

Jan 2017 – Dec 2018 (2 years) • Cape Town, South Africa



Created digital visual content, brand guidelines and marketing communication assets for GetSmarter and its local/international partners. Collaborated with copywriters, product marketing managers, illustrators, developers, email marketers and designers to deliver cohesive digital experiences.





Arvid Salo Dyfverman, Head of Product & Marketing at Drifter World

June, 2026

I've had the pleasure of working with Nicela and can confidently say that she is one of the most meticulous and structured UX designers I've worked with. Nicela combines a strong eye for design with a deep understanding of usability, accessibility and user-centered thinking. She has an exceptional ability to take complex systems and transform them into intuitive and user-friendly experiences without losing sight of business goals or technical constraints. She is highly skilled in Figma and works with an impressive level of precision and consistency. Whether it's design systems, accessibility compliance, visual hierarchy, colour theory or designing for different user groups, Nicela always approaches her work with professionalism and attention to detail.

What stands out most, however, is her dedication and reliability. She takes ownership of her work, follows through on commitments and consistently delivers high-quality results. Any team working on complex digital products would be fortunate to have Nicela on board.



Manuel Moraga, Senior Software Developer at Drifter World

June, 2026

I've had the privilege of working with Nicela for 2 years. She is an outstanding UI/UX designer who consistently delivers work that is both beautiful and deeply functional. In the parking industry, signs, rules and prices are usually very complicated and overwhelming. Nicela has through her knowledge managed to simplify and streamline the end user process that made our product stay ahead of the competition. Beyond the consumer side she has also designed reports and dashboards that transform dense data into clear, actionable insights for our B2B partners.

Beyond her design skills Nicela's positive energy, clear communication, and constructive feedback make her a joy to work with.



Joe Vogel, Lead UX Designer at 2U

February, 2024

I am thrilled to express my admiration for Nicela, an extraordinary creative mind and designer who has significantly enhanced and contributed to our team over the past few years. Nicela's work is a testament to her exceptional skills and unwavering commitment to delivering top-tier design solutions.

What sets her apart is her unique ability to methodically approach challenges, consistently producing innovative solutions. Notably, Nicela's dedication to user-centric design goes beyond aesthetics, actively enhancing the overall user experience. Her deep understanding of user behaviour is evident in designs that seamlessly resonate with end-users.

Working with Nicela has been a delight due to her positive attitude, boundless creativity, and meticulous attention to detail, making her an indispensable member of the team. Witnessing Nicela consistently elevate the standards for design excellence has been inspiring, and I am confident that her rare talent, passion, and dedication will continue to drive success in her future endeavours, benefiting anyone fortunate enough to collaborate with her.



Andries Bester, Director of Product at edX

August, 2023

I've had the pleasure of working alongside Nicela for six years. As a UI designer, her attention to detail is incredible—she's a master of fine-tuning every pixel. But what sets Nicela apart is her holistic approach. She's not just a designer; she's a collaborator and a strategist.

Nicela played a pivotal role in shaping the GetSmarter Ecommerce website, blog, and paid marketing infrastructure. She also contributed significantly to enhancing edX.org's monetization strategies. Her designs aren't just visually appealing; they align with broader business objectives, a rare quality in the UI design world.

Nicela is a people-oriented, business-minded product designer who will be greatly missed. I wholeheartedly recommend her for any role that allows her to showcase her unique blend of design acumen and business savvy.

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