

Elizabeth Dangwa

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UX & UI Designer -  Figma  Illustrator  Shopify

Intro

I am a passionate UX/UI Designer specializing in Ecommerce theme designs. With years of experience designing Shopify sites, I have developed a deep understanding of the Shopify platform and its unique design requirements. I work closely with clients to create custom themes that are tailored to their specific needs, with a focus on delivering designs that are not only visually stunning, but also easy to use and navigate.

My design process is collaborative and user-centred, with a strong emphasis on usability testing and feedback. I believe that great design is not just about aesthetics, but also about solving problems and creating meaningful experiences for users.



Experience

Dec 2015 -
Current

Freelancing UX/UI Designer & Social Media Expert

Kids Living - Cape Town, South Africa

- Growth & Success Partner for the company's online presence. Designed & setup the initial online portal using BigCommerce in 2015 and later on Shopify from 2017 onwards.
- Continuous SEO implementations and creation of a Best Practices guide for the team to maintain a high quality of content displayed.
- Assisted to grow the stores sales by 25% per year through well designed conversion rate improvements and Social Media marketing efforts.
- Responsible for a Bi-Monthly E-mail newsletter with more than 15k Subscribers
- Designed & Implemented two major website redesigns to improve the user experience
- Continuous Social Media Marketing with 15k followers on Instagram and Facebook

May 2022 -
Current

Lead UX/UI Designer

Lunalemon.dev - Cape Town, South Africa

- Design, concept & implementation for the new Lunalemon.dev website.
- Built a design guides & templates for websites, social media posts and marketing material.
- In charge of 2 major Shopify Apps, covering design, App listing, and marketing sites.
- Creating wireframes, prototypes, and high-fidelity designs for client projects.
- Created a universal design system that could be adjusted for various e-commerce stores.
- Client service and communication throughout projects.

Apr 2018 -
May 2020

Co-Owner & Marketing Director

The Burger Exchange Restaurant - Knysna, South Africa

- Developing and implementing the overall business strategy & marketing plan.
- Managing the day-to-day operations of the restaurant.
- Created the brand guide, social media templates, menu design, restaurant seating and decor.
- Managing the restaurant's website and social media presence.
- Increased awareness and sales through Campaigns, promotions, events and business collaborations.

May 2017 -
Apr 2018

UX/UI Designer & Client Service Manager

Liquix.io – Ecommerce Solutions - Cape Town, South Africa

- Growth & Success Partner for varies clients and projects.
- Lead Designer for a SAAS educational application.
- Presenting design concepts and solutions to clients, and incorporating client feedback into the design process.
- Creating wireframes, prototypes, and high-fidelity designs for websites & applications.

Jul 2016 -
May 2017

Product Designer

LizActive Yoga Wear - Cape Town, South Africa

- Conducting market research to identify customer needs, preferences, and Analyzing sales data and customer feedback for product improvement.
- Created the product design, brand guide, social media templates & marketing campaign material and designed the LizActive website.
- Defining and prioritizing product features and requirements.

Projects

- Kids Living**
[lizt.dev/kidsliving](#)
 - **Website Re-design**

Redesign if the E-commerce website of a large retailer of kid's furniture while creating a visually appealing and user-friendly website that would make it easy for customers to find and purchase what they need. To ensure this, I implemented a variety of strategies to both optimize the overall website structure and create a modern design that was eye-catching and intuitive. Our work as a team resulted in an online store that showcases Kids Living's extensive range of high-quality products, enabling customers to have a seamless and enjoyable shopping experience.
- Volkswagen**
[lizt.dev/volkswagen](#)
 - **Ecommerce Website & Parts Matching App**

I was tasked to redesign and upgrade their digital presence to better reflect their new brand identity. The secondary objective create an interface for a parts matching functionality for vehicles based on release year, model, and trim with the exact fitting parts for their model.
- The Burger Exchange**
[lizt.dev/exchange](#)
 - **Website & Brand Identity**

Introducing Burger Exchange, a burger and grill restaurant that I co-owned and had the pleasure of designing a custom website. The goal of the project was to create a website that reflected the fun and trendy atmosphere of the restaurant, while also making it easy for customers to find information, browse the menu, and make reservations.
- Lunatag**
[lizt.dev/lunatag](#)
 - **Shopify App**

LunaTag, is a Shopify app that enables users to tag their products on their images, making their online store more engaging and shoppable. The goal of the project was to simplify the process of adding product tags to images for Shopify store owners, while also aligning with the requirements of the Shopify platform. Through a combination of research, design, and testing, I was able to design an intuitive and effective app that helps store owners better showcase their products and increase sales.
- Demo Store**
[lizt.dev/demo-store](#)
 - **E-commerce Demo Store Design**

The store is based on the brand "De Eekhoorn" which is a high-quality Dutch Furniture brand that focuses on designing and producing sturdy, contemporary and easy to assemble furniture. The goal of this project was to create a visually appealing and user-friendly E-commerce website that merchants can use to interact with the Shopify theme and explore the LunaTag App functionality.

Education

- 2015 ● **Postgraduate Diploma in Business Management (NQF8) Specializing in Tourism and Events**
University of Cape Town - Cape Town, South Africa
- 2014 ● **IIE Diploma in Travel and Tourism Management (NQF 6)**
Varsity College - Cape Town, South Africa
- 2011 ● **Sous Chef Training - Certificate in Professional Cookery**
Silwood School of Cookery - Cape Town, South Africa

Capabilities

- Design** Figma, Illustrator, Sketch, Photoshop, Shopify Polaris
- Marketing** Meta Ads & Facebook Business suite, Google Ads, Merchant & Analytics, Facebook, Instagram
- Content Platforms** Shopify, Vend POS, Erply POS, Dear POS, Micros POS, WordPress
- Programming** HTML, CSS, JavaScript, Liquid, Github, Vercel
- Tools & Admin** Micros POS, Asana, Zoom, Slack, Microsoft Teams, Postman, MS Office

Certifications

- 2022 - Certified Tester – Foundation Level - ISTQB®
- 2021 - CodeCodemy - HTML, CSS & JavaScript development
- 2021 - Shopify - App Development Certification
- 2021 - Shopify - Business Fundamentals Certification
- 2020 - Shopify - Product Fundamentals Certification
- 2019 - Shopify - Theme Development Certification
- 2017 - 200hr and 500hr Advanced Yoga Teacher Training - RYT Qualification
- 2015 - Photography and Lighting