

Demi Smith

Product Designer

I'm a user-centered Product Designer with 5+ years of experience shaping digital experiences across fintech, digital banking, and business ecosystems. I thrive at the intersection of empathy and strategy—translating complex problems into intuitive, elegant solutions. Whether collaborating on cross-functional teams or owning end-to-end design flows, I bring a thoughtful, iterative mindset and a deep care for usability, clarity, and impact.

EXPERIENCE

2020 - Present

IQbusiness / Nedbank

Principal Consultant – Mid-weight Product Designer

Demi Smith has played a key role in several high-impact projects across Nedbank's digital ecosystem, contributing as a Product Designer. Her work spans the Value-Added Services team—designing for the MoneyApp and online banking platforms, including the launch of Nedbank Connect (MVNO)—and conducting UX research for the Staff Portal by shaping data-driven management tools. She led the UI design for the Teller Migration project, extending improvements across regions, and enhanced user engagement in Greenbacks 2.0 as part of the Loyalty & Rewards initiative. Demi also drove product development for Family Banking, focusing on collaborative financial tools, and established the foundation for Stokvel and Club Account onboarding with thoughtful UI execution. Her approach consistently blends empathy for users with strategic design, improving functionality, usability, and user satisfaction across platforms.

2018 - 2020

Benchmark Digital

Multimedia Designer

Emailer Specialist, Animator, Quality Assurance Specialist, Content Creator, Ad Design, User Interface Design, Responsive Web Development , Website Maintenance.

2016 - 2018

3 Way Marketing

Junior Digital designer

Responsibilities: PowerPoint Templates, Landing page design, Interactive HTML banners, Maintenance of websites, designing emailers, video and sound editing, Animations, Quality Assurance and design of the Alexander Forbes Application.

EDUCATION

2014-2017

Vega School: Design, Brand & Business Degrees

Multimedia Design

CORE DESIGN SKILLS

UI Design UX Design

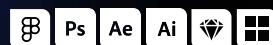
Prototyping Figma

Sketch Animation

Adobe Creative Suite

KEY EXPERTISE

- Deliver High Product Impact
- User-Centered Design
- Initiative-Driven & Creative Thinking
- User Research & Testing
- Design Systems & Documenting Interfaces



BUSINESS SKILLS

Team Lead Agile

Teamwork & Collaboration

LANGUAGES

English B2

Afrikaans Intermediate

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REFERENCES

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References available upon request

Jaun du Toit – Product Design Lead

Nedbank

"I have worked with Demi for quite some time now over multiple projects. She has grown so much as a design practitioner, which comes through from the work she does, but also the conversations we have when we review and collaborate on the projects landing on Money app & Online Banking. She demonstrates a Product design mindset that accounts for variables we are faced with, she is ultimately a well rounded designer."

Kirk Mc Mahon – Product Design Lead

Nedbank - Loyalty & Rewards

"Demi has excelled in the UI role multiple projects, quickly mastering Jira integration and aligning stories with her designs. She impressed the team with her efficiency and timely feedback, even under tight deadlines beyond her control. As the project progressed, Demi demonstrated maturity by actively discussing deadline expectations. Her UI skills are exceptional. Her dedication and contributions have made her an invaluable team member, and she is highly regarded for future collaborations."

Mphelane Mareletse – Design Lead

Nedbank - Teller Migration & ATM

You've made a huge impact. Being able to manage the UI part of the project alone with intense deadlines. You were able to deliver but at the same time guide junior designers. We were working on a project that was new and had little to no base. Demi came in and allowed for a level of quality that took the project to the next level.

"A user interface is like a joke. If you have to explain it, it's not that good."
– Martin LeBlanc