

Amukelani Shiringani

Product Designer

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Summary

Product Designer with three years of experience designing B2B fintech and enterprise fleet-management platforms, including third-party payment card issuing and card-management flows. Skilled in design systems, component architecture, user research, and design-to-engineering collaboration, with a track record of decisive, practical calls that reduce operational friction for business users.

Professional Experience

PumpPay (Pty) Ltd - Product Designer

Apr 2024 - Present | Parktown, Johannesburg

- Lead designer for PumpPay's blockchain-based fuel-management platform; shipped features supporting 19 fleet owners and 12 fuel merchants, managing 5,200+ vehicles and processing 100+ monthly transactions across logistics, car hire, and transport.
- Redesigned the management interface from a search-first to a filter-first workflow, reducing average clicks to data from about four to two and consolidating six-page workflows into a single-screen comparison experience.
- Designed the end-to-end card issuing flow for a new third-party card provider integration, covering enablement, ordering, funding, assignment, and freeze controls, built to match the product's existing patterns so users didn't need to learn a new way of working.
- Designed the driver-facing card experience, including linking and unlinking an assigned card, with card limits and usage rules consolidated onto a single screen to remove repeated help-icon click-throughs.
- Added a filterable nearest-site list on the driver app (card-accepted, rewards-enabled, standard PumpPay, or all sites), ordered by proximity within each filter, to simplify site selection.
- Built a reusable Figma component library with 120+ variants and design tokens, reducing new-screen build time by 50% and standardising developer handoff through documented specifications.
- Co-defined UI acceptance criteria and QA checklists with a three-engineer frontend team, cutting design review cycles by 80% through clearer requirements and inspection workflows.
- ZARPLY (separate internal team): Designed key flows for a noncustodial P2P wallet on a rand-pegged stablecoin, adding business functions that let township-economy merchants run a store from a mobile device with no web interface required.
- Managed PumpPay's social media graphics and campaign posts for the 2025 and 2026 Festival of Motoring seasons, maintaining consistent branding across assets.
- Coordinated brand collateral and content for the 2026 Sasol Solar Challenge partnership, including banners, magnetic vehicle strips, and social captions, working with the partner's media team and reviewing press releases for brand alignment.

Freelance - UX/UI Designer

Feb 2023 - Nov 2023 | Remote

- Completed three end-to-end design engagements for early-stage fintech, productivity, and e-commerce startups.
- Grapefruit Gardens: Created wireframes and high-fidelity prototypes across 15+ screens for a luxury-goods marketplace; the design system supported stakeholder presentations during a Series A fundraising round.
- Catalog: Shipped MVP designs that reduced item-search time by 50% (45 seconds to 22 seconds on average) in moderated usability tests with eight participants.
- Top Market: Developed responsive web and mobile flows, personas from 12 user interviews, and information architecture for a cross-border marketplace serving three West African markets.

Skills

Product design: Interaction design, visual design, responsive and adaptive layouts, micro-interactions, information architecture

Research: Task analysis, usability testing, user interviews, insight synthesis, journey mapping

Design systems: Figma components, variants, auto layout, variables, design tokens, Atomic Design

Standards: Material Design 3, WCAG 2.2 AA

Collaboration: Developer handoff, design QA, Agile, external partner coordination, stakeholder communication, collaborative delivery

Industry: B2B enterprise platforms, Blockchain UX, fintech payments UX

Brand communication: Social media assets, campaign consistency, event collateral handoff, brand review of partner content and press releases

Decision-making: Making considered, decisive calls under uncertainty, prioritising delivery, and adapting as new information becomes available

Education

University of Pretoria - MA Information Design (NQF 9)

Jan 2026 - Expected Dec 2027 | Hatfield, Pretoria

Researching how short-form content UX practices may disrupt cohesive narrative.

University of Pretoria - BA Information Design (NQF 8)

Jan 2021 - Dec 2024 | Hatfield, Pretoria

PEPPS - National Senior Certificate

2019 | Polokwane, Limpopo

Leadership

Student Representative, Admissions Panel - University of Pretoria

- Selected to represent current students on the BA Information Design admissions panel, evaluating 50+ prospective applicants.
- Invigilated entrance tests, facilitated visual-analysis interviews, and assessed portfolio submissions to support a transparent selection process.