

JAMIE GODWIN

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PRODUCT DESIGNER

Product Strategy, UX/UI Design & Venture Development

Product Designer and design leader with experience across product, UX/UI, branding and venture development. I enjoy working through the early stages of a problem, exploring opportunities, validating ideas and figuring out what is actually worth building. My background spans hands-on product and UX/UI design, design systems, brand strategy and visual design, with a focus on understanding people, solving real problems and creating products and brands that work for both users and the business.

CORE SKILLS

- Product Design & UX/UI Design
- Wireframing & Prototyping
- User Flows & Journey Mapping
- Design Systems
- Responsive Web & Mobile Design
- UX Audits & Testing
- Design Thinking
- Product Discovery & Strategy
- Opportunity & Requirements Validation
- Workshop & Design Sprint Facilitation
- Customer & User Research
- Venture Development
- AI-Enabled Design & Product Workflows
- Cross-functional & Stakeholder Leadership

PROFESSIONAL EXPERIENCE

Design Director

Neslo | Apr 2024 — Present

- Lead product discovery and venture validation across 4 concurrent client and internal products, from ideation through to shipped output
- Mentor and guide a design team through the full lifecycle of multiple applications, from concept to end product
- Driving development of Nesbot, an internal AI system now being demoed and adopted by other teams at Neslo
- Define product strategy, positioning, and roadmap priorities with stakeholders
- Facilitate workshops to identify opportunities, validate assumptions, and reduce delivery risk
- Align customer needs, business objectives, and technical constraints into actionable product direction
- Integrate AI-enabled workflows and emerging technologies into product processes
- Establish frameworks for experimentation, validation, and continuous product improvement

UI/UX Designer Contract (concurrent with Neslo role)

First National Bank (FNB) | Jun 2026 — Present

- Own UX for the commercial areas of the FNB co.za website within a 28-person team
- Investigated root causes of friction in the merchant services flow, redesigned the journey based on that research, and reduced the number of steps required, measurably easing customer frustration
- Translate complex business requirements into scalable digital solutions
- Create and maintain design systems, user flows, wireframes, and prototypes
- Leverage AI tools to accelerate research, ideation, documentation, and design workflows

UI/UX Designer (Contract)

EY Catalyst | Oct 2022 — Dec 2025

- Delivered design across 5 applications spanning 5 separate client teams
- Led the transition from Sketch-based design to Figma across the design function with no disruption to delivery
- Built a component library functioning as a template management system, adopted by both designers and developers
- Received consistent positive feedback from leadership throughout the engagement
- Work in agile cycles, adapting quickly to feedback and evolving priorities
- Collaborate asynchronously with global teams using Figma, FigJam and DevOps
- Improve user experiences through audits, user flows, and iterative updates

Digital Designer

Neslo | Oct 2021 — Mar 2024

- Balanced design work across roughly 8—10 concurrent brand and product projects at once
- Delivered the Xenith website, the PT Flash app, which contributed to improved parent conversion rates, and Orbit, a team management tool adopted internally
- Created scalable UI systems and responsive layouts with accessibility in mind
- Delivered mobile app interfaces and component systems for client products, applying native UI patterns and ensuring accessibility across devices
- Collaborated with cross-functional teams to turn ideas into usable interfaces
- Supported Webflow development with build-ready specs and clean handoffs
- Participated in design reviews, user testing, and iteration cycles
- Contributed to a collaborative team culture and mentored junior designers

Social Media Manager

Reach Engage Develop | 2020 — 2021

- Built and executed social content strategies for small brands and startups, contributing to consistent engagement growth across campaigns
- Designed and scheduled social media campaigns
- Analyzed engagement metrics to inform ongoing content and campaign decisions

Freelance Digital Creative

ADvTECH / Independent Clients | 2016 — 2021

- Planned, shot, and edited photography for lifestyle and product clients
- Delivered high-quality, on-brand visual content under tight timelines
- Created storyboards, character designs, and 2D animation assets
- Edited raw video into final cuts for ads and educational content, syncing visuals with sound and motion graphics

EDUCATION

BA in Creative Brand Communication | Vega School | 2017 - 2019

Higher Certificate in Photography | Vega School | 2016

Awards | Vega Pencil Award | 2021

TOOLS

DESIGN: Figma, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom

PRODUCT AND COLLABORATION Jira, Confluence, FigJam, Miro, AI Tools (ChatGPT, Claude, Gemini, Cursor)

DEVELOPMENT: Webflow, Basic HTML/CSS, Front-End Fundamentals

COURSES

- Web Design with Figma
- Creating Epic Ecommerce Experiences for Brands
- Using Motion Design to Animate with Purpose and Create Delightful Experiences
- Advanced Motion Techniques Mixing 2D & 3D