

# TSHWANELO MODISE

Product Designer  
Dubai, United Arab Emirates

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Product designer with 10+ years of experience shaping digital products across fintech, telecom, e-commerce and proptech in Africa and the Middle East. Research-driven design strategist with a track record of turning complex customer and business challenges into simple, commercially successful products. Curious by nature, entrepreneurial in mindset, and energised by solving meaningful problems.

## NOTABLE ACHIEVEMENTS

- **EY Africa Pitch Competition Winner (2025):** Selected from 12 finalists across the continent for a fintech solution improving access to digital payments in South Africa's cash-based communities.
- **University of Cape Town, Graduate School of Business (2025):** Awarded a Merit Pass (78%) for my Master of Philosophy dissertation in Inclusive Innovation.
- **Emirates NBD Group IT Gem Award – Tech Legend (2024):** Recognised for contributions to the Corporate & Institutional Banking Payment Tracker project.
- **Emirates NBD Group IT Gem Award – Team Legend (2023):** Recognised for contributions to the Corporate & Institutional Banking Service Portal project.
- **TEDxUCT Speaker (2022):** Title of talk: *AfroTech: A Glimpse of Africa's Technological Future*.

## WORK EXPERIENCE

### Fintech Integrations Design Lead – Property Finder

March 2025 – Present

Dubai, United Arab Emirates

*Industry: PropTech • Financial Services.*

- Leading design across fintech initiatives, supporting Property Finder's expansion into financial services.
- Lead user research to uncover adoption barriers, validate product assumptions and inform roadmap decisions.
- Deliver end-to-end product experiences across discovery, onboarding and portfolio management.
- Shape product strategy through research, experimentation and cross-functional leadership.

### Product Design Associate Manager – Synechron

Dec 2022 - July 2024

Dubai, United Arab Emirates

*Clients/Industry: Emirates NBD (Financial Services), Du (Telecommunications), RTA (Government).*

- Drove product strategy and end-to-end design delivery for complex digital products in banking, telecommunications and mobility.
- Strengthened design capability through mentoring, improving design processes and supporting business development through proposals and client engagements.

### Product Design Associate Manager – Accenture

Aug 2021 - Nov 2022

Cape Town, South Africa

*Clients/Industry: MTN South Africa (Telecommunications • Financial Services).*

- Led product design for MTN's digital products, shaping customer experiences across mobile financial services.
- Drove product discovery, UX strategy and end-to-end design in partnership with cross-functional teams.
- Supported business growth through strategic proposals, stakeholder engagement and consulting leadership.

### Product Design Lead – Carry1st

Jul 2019 - Jul 2021

Cape Town, South Africa

*Industry: eCommerce • Financial Services.*

- Led product design for Carry1st's e-commerce platform, helping scale the customer experience for one of Africa's leading gaming startups.
- Drove product discovery, UX strategy and end-to-end product design across cross-functional teams.
- Championed research-driven decision-making and rapid iteration to continuously improve the product experience.

**Senior UX/UI Designer – Momentum****Jun 2018 - Jun 2019**

Johannesburg, South Africa

*Industry: Financial Services.*

- Founded and ran the Momentum Graduate Programme, mentoring junior designers and growing design capability.
- Designed key UX journeys across Momentum's digital insurance products.
- Used research and customer insight to influence product direction with Product and Engineering.

**Digital Designer – M&C Saatchi Abel****Jan 2017 - Jun 2018**

Johannesburg, South Africa

*Industry: Advertising.*

- Designed digital campaigns for leading consumer brands including Huggies, Kotex, Philips and the South African Reserve Bank.
- Worked closely with creative, strategy and account teams to deliver engaging digital experiences.
- Presented creative work to clients and translated feedback into polished campaign executions.

**Digital Designer – FCB****Jan 2015 - Jun 2016**

Johannesburg, South Africa

*Industry: Advertising.*

- Designed digital and mobile experiences with a strong focus on visual design and interaction.
- Created motion graphics and animation for television and digital marketing campaigns.

**SKILLS & TOOLS SUMMARY**

- Skills: Product Design | UX Design | UI Design | Qualitative Research | User-Centered Design | Problem-Solving
- Tools: Figma | Hotjar | Google Analytics | Ballpark HQ | Claude • ChatGPT | Jira

**EDUCATIONAL BACKGROUND****Master of Philosophy: Inclusive Innovation – University of Cape Town****Feb 2021 - Dec 2024**

Cape Town, South Africa

Developed expertise in qualitative research methodologies and inclusive human-centred innovation.

**Bachelor of Arts (Honours): Motion Picture – AFDA Johannesburg****Feb 2009 - Mar 2012**

Cape Town, South Africa

Developed skills in multimedia design, animation, and motion graphics, and established a foundation in design theory.