

Siphiwe T. Ngidi

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Experience

Content Coordinator

Dis-Chem Pharmacies | June 2023 - Present

- Ensuring high standards of web design and usability for an exceptional digital experience, including designing and building user interfaces and responsive websites, conducting UX research, and producing low-fidelity and high-fidelity wireframes and interactive prototypes.
- Key contributor to Dis-Chem's web redesign, enhancing visual appeal and user-friendliness through layouts, colors, typography, and imagery, ensuring optimal functionality and responsive design using HTML, CSS, JavaScript, and Magento CMS.
- Leveraging SEO and analytics to enhance product discoverability, manage content, and drive data-driven promotions.

UI/UX Developer

Freelance | February 2024 - Present

- Performed competitor analysis, A/B testing, persona creation, and UX strategy.
- Developed wireframes, journey maps, qualitative and quantitative research along with high fidelity prototypes using Figma, Canva and Photopea.

E-Commerce Merchant Intern

OjiShop | July 2022 - January 2023

- Developed targeted product descriptions and brand narratives, increasing traffic, engagement, and brand recognition, while efficiently managing products on Shopify.
- Maintained consistent copy across various categories and brands, implementing SEO strategies to boost search engine rankings.
- Collaborated with the marketing team to create high-quality content and evaluated pricing strategy performance, presenting recommendations that drove profitability.

Sales & Digital Marketing Intern

XIRCLS | March 2022 - June 2022

- Wrote, reviewed, edited, and updated content across company websites, blogs, and marketing materials.
- Worked under leaders to establish campaign objectives, solve challenges, and optimize SEO using Google Search Console.
- Tailored Google Ads campaigns based on insights from Google Analytics to meet client needs and monitor market trends.

Hobbies & Extras

Professional Boxing

Fight Club Midrand | July 2023 - Present

- Started boxing in July 2023, never lost a white-collar or amateur bout, and turned professional in February 2024. Consistently training for over a year, which is something I've never done for anything before and it has greatly helped improve other aspects of my life..

Amateur Wrestling

Midstream/Tuks Wrestling | February 2024 - Present

- Started in February 2024. It has a steep learning curve; haven't competed yet but eager to. Wrestling and boxing both help with the mental fortitude needed to excel in life.

Education

University of South Africa

BSc Computer Science | 2024 - Present

University of Pretoria

Bachelor of Commerce | 2020 - 2022

Skills

Design

User Experience · User Interface · Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

HTML · CSS · JavaScript · Figma · Photoshop · SEO · Google Analytics

Visual Design

Poster Design · Typography · Iconography · Web Design

Other Skills

Striking · Grappling · English, Zulu, Sotho, Tswana and Afrikaans Fluency · Provide and Solicit feedback