



Sihlangusethu Manqele

Product designer who builds what he designs.

About Me

I turn complex, detail heavy workflows into calm, trustworthy interfaces. I start with how people actually work, map the flows and edge cases before the screens, then build design systems that keep a product consistent as it grows.

I bridge the gap between design and development. My handover is functional code: token based design systems, reusable components and working front end prototypes, so engineers build from something that already runs and nothing gets lost between design and launch. 5 years of experience across product, UX/UI and brand design.

LOCATION

Ballito, KwaZulu-Natal, South Africa
Open to remote

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PORTFOLIO

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LINKEDIN

in/sihlangusethu-manqele

EXPERIENCE

UX/UI Engineer

App Your Game · Contract, remote **2026 to present**

STANLIB Libby AI servicing platform for call centre agents and advisors at a R804bn asset manager

- Owned product design end to end as Product Design Lead: research, information architecture, user flows, design system, UI and prototypes through Phase 2, now in testing and training with STANLIB's internal team.
- Defined the Execute and Advise model with separate assistant identities, so agents always know whether the AI is acting or advising, and every action lands in an audit trail.
- Built a token based design system in Token Studio (DTG format), with semantic tokens referencing brand primitives so the product can be retuned in one place.
- Took Case Search through six iterations to a stepped query builder that finds cases from partial details; designed Track Instructions, a CLO oversight dashboard and the Actions tab.
- Designed LearnNow, a knowledge assistant with cited answers, and built interactive HTML prototypes for 8 topic areas, each a three level decision tree validated so no path dead ends.

Other client work

- Coronation Group (Nigeria):** designed client dashboards for Personal, Entrepreneur and Corporate customers as part of a brand reinvention, and now building the front end.
- Melville Douglas Investment Management:** rebuilt the website wireframe in React 18, with content driven from a 52 page workbook, fund filters and a 34 person team directory.

EXPERIENCE CONTINUED

Freelance Product Designer

iGugu Solutions **2024 to 2025****The Challenger Co.** Fitness competition web app · Product Design Lead

- Designed a competition platform around the Challenger Score, so users of any age, body type or gender compete on one leaderboard, with scorecards, teams and events matched to skill level.
- Ran client research and a fitness app review, built a persona and five core flows, then a design system and high fidelity prototype across desktop, tablet and mobile.

NewHue AR contact lens try-on web app · UX/UI Design

- Redesigned the AR try-on so lens previews account for the wearer's natural eye colour, with an optional eye colour selector that recalibrates the preview instantly.
- Defined calibration logic for blending, saturation and opacity by eye colour, plus edge case states for low light, tracking loss and denied camera access.

Web development

- Designed and built business websites for Sparesly, Liyapha Engineering, Bucie Solutions and Fancy Claws.

Product Designer

Hewitt & Associates **2022 to 2024**

- Ran user research and market analysis to shape new product concepts, then took them to prototype with engineers.
- Designed brand and marketing material and kept it consistent across product touchpoints.

Visual Designer

Sibiso Marketing (Pty) Ltd **2017 to 2019**

- Developed brand identities and produced marketing and online campaign visuals for clients.

Skills & Education

DESIGN

UX research and testing, information architecture, user flows, interaction and UI design, design systems and tokens, prototyping, UX/UI motion and micro-interactions, accessibility, branding

BUILD

HTML, CSS, JavaScript, React, Python, SQL, Git

TOOLS

Figma, FigJam, Framer, ProtoPie, Token Studio, VS Code, Claude Code, Codex, Cursor, Adobe Creative Suite

Cert Software Engineering

Stellenbosch University with HyperionDev
2026

AI Design Systems

Memorisely bootcamp **2026**

NDip Product Design

Cape Peninsula University of Technology
2019 to 2021



Cape Peninsula
University of Technology

DIPLOMA

PRODUCT DESIGN

is awarded to

**SIHLANGUSETHU THUBELIHLE LONDISIKO
MANQELE**

student number

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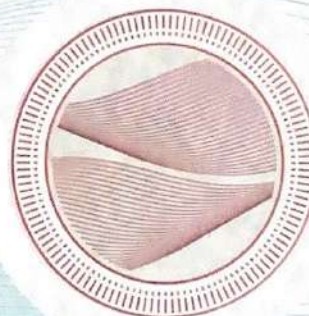
01 JANUARY 2022



Registrar



Vice-Chancellor



A103625

CERTIFICATE OF COMPLETION

SOFTWARE ENGINEERING

AWARDED TO

Sihlangusethu Manqele

15 June 2026



Simone Botes

Director of Education Operations
and Learning Impact



COMPLETED BOOTCAMP

AI Design System

This certifies that the holder has completed a 4-week
Bootcamp in AI Design Systems, hosted by Memorisely.

Founder & CEO



memorisely.com