



Babusi Nyoni

Amsterdam based user experience designer with a strong background in strategy and marketing

Info

Phone

+31 64 773 6885

Email

hello@babusinyoni.com

Links

Medium

medium.com/@babusi

LinkedIn

linkedin.com/in/babusi

Website

babusinyoni.com

Skills

UX Design

Strategy

User Research

Rapid Prototyping

Collaboration

Project Management

Market Research

Data Visualisation

Machine Learning

HTML/CSS/JS

Hobbies

Music Sampling

AI Experimentation

Tennis

Languages

English, IsiZulu,

IsiNdebele, IsiXhosa,

SeSotho, Dutch

Experience

UX Design Lead, Booking.com

1. Designed an end-to-end flow for reward redemption across all platforms
2. Created & successfully carried out an internal project to restructure the rewards & loyalty programme with full stakeholder involvement
3. Created brand strategy to successfully launch the first Booking.com sub-brand in Indonesia
4. Created widely-used tools and frameworks to enable collaboration & help designers across the organisation achieve their goals quicker & easier

Sep, 2017 to present

Amsterdam, Netherlands

UX Consultant, UNHCR Innovation

1. Designed and successfully launched the predictive analytics project *Jetson* in Somalia
2. Worked with the innovation strategy lead to create & implement a sustainable innovation strategy across the organisation
3. Designed and developed a data collection tool for field operatives to feed into data science models

Mar, 2017 to present

Geneva, Switzerland

Snr. UX Designer, Thomson Reuters Labs

1. Designed the Global Thomson Reuters Labs showcase portal
2. Designed the proof of concept for the disruptive banking model *Bankable Farmer* in Kenya
3. Created & presented a framework for implementing artificial intelligence in fintech to national bank directors in Rwanda

Oct, 2016 – Jul 2017

Cape Town, South Africa

Creative Group Head – Digital, M&C SAATCHI

1. Successfully launched a Heineken product (Cool Can) that became product of the year in its category
2. Part of the pitch team to win Strongbow Ciders
3. Part of the pitch team to win Nandos
4. Silver Loerie award for Heineken

Mar, 2015 – Sep, 2016

Cape Town, South Africa

Digital Art Director, KNOWN Design

1. Designed & developed WordPress themes for marketplace sale
2. Managed client accounts and maintained relationships

Jun, 2013 – Feb 2015

Cape Town, South Africa