



KGOSI KEKANA

Creative Director | UX & UI Design | Branding & Digital Design
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Summary

A seasoned Creative Director and certified specialist in Usability and User Experience Design with 15+ years of experience across EdTech, FinTech, and creative agencies. Combines expertise in design strategy, UX, branding, and UI design to deliver impactful, user-centered solutions. Adept at leading cross-functional design teams, implementing product-led growth strategies, and building scalable digital experiences for global audiences.

Core Skills

UX/UI Design • Design Systems • Prototyping • Usability Testing • Branding • Visual Design • Product-Led Growth • Gamification • Design Strategy

Tools & Platforms

Figma • Adobe Creative Suite • Sketch • Blender • Miro • Jira • HTML/CSS • Zeplin • Asana • ClickUp • Trello • Adobe Firefly • OpenAI Sora • Notion

Professional Experience

Futura Joburg — Lead Designer (Contract)

Oct 2025 – Present

- Directed creative and design strategy for high-profile Nike and NBA event experiences, including 3D spatial design and digital touchpoints.
- Collaborated with cross-functional teams of designers, developers, producers, and event managers to ensure brand consistency and seamless UX.
- Applied human-centered design principles to create engaging and data-driven event experiences.
- Oversaw end-to-end design processes, from concept development to presentation-ready visual assets.

Viewport — Lead Designer (Freelance)

Jun 2024 – Present

- Led creative direction and user experience design for multi-industry digital products and brand systems.
- Produced wireframes, prototypes, and high-fidelity UI designs using Figma.
- Partnered with clients to translate business goals into design deliverables aligned with brand and usability standards.
- Drove visual design consistency and ensured accessibility compliance across responsive web and app projects.

Colliide — Creative Director (Freelance)

Feb 2024 – Present

- Directed brand identity, social media, and website design projects for a diverse portfolio of clients.
- Developed content strategies, campaign visuals, and creative storytelling frameworks for multi-channel marketing.
- Presented creative concepts and brand narratives to clients, aligning design strategy with marketing objectives.

GoSkills.Com — Creative Director (Full-Time)

Feb 2020 – Sep 2025

- Led product design and creative direction for learner and admin interfaces, enhancing usability across the GoSkills ecosystem.
- Collaborated with developers, UX designers, and content strategists to evolve the platform from B2C to B2B product models.
- Defined user experience vision and design language, ensuring consistency across mobile, desktop, and LMS environments.
- Oversaw creative projects including onboarding journeys, engagement strategies, and multimedia storytelling (videos, podcasts).
- Partnered with QA and testing teams to implement data-driven UX improvements and A/B experiments that improved retention metrics.
- Directed brand campaigns and product marketing assets, aligning visual communication with growth and conversion goals.

Futura Joburg — Design Lead (Freelance)

Sep 2022 – Sep 2025

- Designed and produced 3D event renderings, interactive prototypes, and experiential applications for Standard Bank events.
- Worked within multidisciplinary teams to integrate physical and digital design experiences.
- Delivered visual concepts, interface designs, and functional prototypes aligned with brand strategy.

Helm — Creative Director (Full-Time)

Oct 2017 – Jan 2020

- Directed creative output across MTN Online and mobile platforms in multiple African markets.
- Managed client relationships and stakeholder communications, ensuring alignment with business objectives.
- Supervised UX, UI, and motion design teams, driving quality and consistency across deliverables.
- Led user research, prototyping, and usability testing to refine omnichannel experiences.
- Delivered scalable design frameworks and digital brand guidelines for regional implementations.

Helm — Art Director (Full-Time)

Mar 2015 – Oct 2017

- Oversaw full-scale website redesigns for MTN Play and Absa Group, improving UI performance and accessibility.
- Coordinated design teams on UX/UI architecture, responsive layouts, and digital brand systems.
- Ensured design fidelity across multiple stakeholders and engineering teams during agile development.

Helm — Graphic Designer (Full-Time)

Mar 2014 – Mar 2015

- Created social media assets, web layouts, and corporate presentations supporting brand marketing efforts.
- Designed the first integrated Telkom web ecosystem, unifying multiple online properties under one platform.

Helm — Mobile Controller (Full-Time)

Jun 2011 – Feb 2014

- Managed mobile content scheduling, uploads, and QA for DStv Mobile platforms.
- Monitored channel uptime and created performance reports to ensure seamless service delivery.
- Collaborated with technical teams to troubleshoot and improve streaming performance and content deployment.

Green Pencil Creative Solutions — Multimedia Designer (Full-Time)

Oct 2010 – May 2011

- Designed BlackBerry themes, pitch presentations, and brand collateral for clients and internal initiatives.
- Produced digital assets, business stationery, and visual identity materials supporting company branding.

Anfarm — Camera Operator (Freelance)

Jan 2010 – Oct 2010

- Operated stage cameras for live event coverage at Oppikoppi Festival.
- Supported live broadcast production for The South African Reserve Bank announcements.

Education and Certification

- Tshwane University of Technology** — National Diploma in Multimedia Design (2008–2011)
- Human Factors International (HFI)** — Certified Usability Analyst (CUA), 2018 — Credential ID 2018-7229
- Human Factors International (HFI)** — Certified User Experience Analyst (CXA), 2022 — Credential ID 2022-634

Some brands I have worked with

Nike, MTN, Telkom, Absa, Diageo, Nedbank, MomConnect, DStv, NBA, Guinness Nigeria, Paga Nigeria, Dept of Basic Education South Africa, Art Joburg, GoSkills.com, Hushly.com.

Referrals

Goskills.com	Bhavneet Chahal	Co-founder	bhav@goskills.com https://goskills.com
Futura Joburg	Gustav Grefferath	Founder	gustav@designfutura.co https://futurajoburg.com/
Helm	Dawood Patel	CEO	dawood@helm.africa https://helm.africa
Helm	Anri Theron	ECD	anri@helm.africa https://helm.africa
Viewport	Brendan Proctor	CEO and Founder	info@viewport.co.za https://www.viewport.co.za/
Green Pencil Creative Solutions	Colin Abouchabki	CEO	colin.abouchabki@gmail.com
Becaleb	Kabelo Mapoka	CEO	kabelo@becaleb.com https://becaleb.com/
OhOneOne	Sebastian Burger	Motion designer and animator	seb@ohoneone.com

Linkedin Recommendations

You can view my LinkedIn recommendations here:
<https://www.linkedin.com/in/kgosi-kekana-b68b9029/details/recommendations/?detailScreenTabIndex=0>