



RYAN SMETHURST

UX Designer | Digital Innovator

Contact

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Skills

Wireframing

UX design

Usability testing

User research

Interaction design

User experience testing

UX architecture

Prototyping

Journey mapping

Project management

An experienced entrepreneur with a solid background in digital media & business management, now focusing on user experience design.

Completed a **Professional Diploma in UX Design** to support the UX process for improving my own online voting platforms.

Passionate about crafting user-friendly designs & eager to make a difference in a part-time or contract UX role.

Work History

2015-10 -
Current

Founder

Cutify Media & Marketing, Port Elizabeth, South Africa

Cutify Media & Marketing hosts interactive online competitions showcasing South Africa's cutest babies, kids, pets, and couples.

Key Responsibilities:

- Developed competition concept enjoyed by thousands of South Africans
- Generate 5,000+ monthly entries through Meta advertising, marketing campaigns, and social media management.
- Oversee accounting, compliance, legal, and customer service operations.
- Conduct UX research and design for website redevelopment, including front and back-end design.
- Conceptualize a new competition model, incorporating new revenue-generating streams.
- Collaborate with developers to implement designs and bring concepts to life.

2012-10 -
2021-05

Founder

Route 39 Digital Media, Port Elizabeth, South Africa

Route 39 Digital Media Ltd launched several successful websites, including Easy Visas and Easy

Travel Insurance, one of South Africa's 1st travel insurance websites offering access to affordable policies online.

The websites were successfully sold in 2021.

Key Responsibilities:

- Designed, developed, and maintained multiple travel-related websites.
- Executed marketing strategies, including social media management, to drive website traffic and sales.
- Managed customer service operations, ensuring excellent client experiences and issue resolution.

2003-08 -
2013-10

Accounts Manager

Union Income Benefit, London, United Kingdom

Union Income Benefit with their affinity to some of the UK's largest unions provide working people and their families with access to greater financial security through insurance policies that protect against the financial impact of major life traumas.

Key Responsibilities:

- Managed payroll processing for 250 employees and handled accounts payable.
- Conducted bank reconciliations, supplier reconciliations, and month-end accounts to Trial Balance.
- Assisted with year-end accounts and provided support for annual audits.
- Processed employee expenses and ensured timely payments.
- Maintained HR records, processed new hires and departures, and ensured compliance with payroll regulations.
- Provided HR support, including issuing contracts, disciplinary documentation, and policy compliance.
- Oversaw workplace health and safety

compliance.

- Managed office operations and provided general administrative support.

Education

1996-02 -
1999-11

BCOMM: Business Management & Economics

University of Port Elizabeth - Port Elizabeth, South Africa

2023-02 -
2023-11

Diploma: Professional Diploma in UX Design

UX Design Institute - Dublin, Ireland

2024-07 -
2024-07

Figma UI UX Design Essentials

Udemy

Computer Experience

- Microsoft/ Apple
- Figma
- Canva
- Miro
- Figjam
- Google Analytics
- Hotjar /Crazyegg