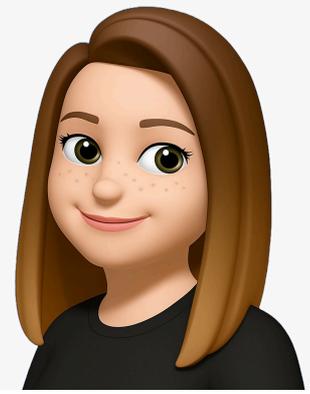


MILA DALY

BA (Interaction Design), BCom (Hons Information Systems Management),
Certified Usability Analyst (CUA).

| ✉ EMAIL ADDRESS | mila.dani.daly@gmail.com



| 🙋 ABOUT ME |

I've specialised in product design for over 7 years, crafting apps and websites across Fintech, e-commerce, and internal management systems.

I have a passion for design systems, mentorship and all things Fintech, specialising in automating and streamlining design processes, as well as mentoring and upskilling juniors in my team.

| 🏆 (SOME) AWARDS I HAVE WON |

Bookmark Awards 2023

- 🏆 Mobile Apps (WW Dash)
- 🏆 Platform Innovation (WW Dash)
- 🏆 CX Design (WW Dash)
- 🏆 Excellence in craft - UX (WW Dash)

| 🎓 EDUCATION |



Certified Usability Analyst

Human Factors International Dec 2019 - Feb 2020



BCom Hons (Information Systems Management)

Stellenbosch University Jan 2018 - Dec 2018



BA (Interaction Design)

CT Creative Academy Jan 2015 - Dec 2017



Visual Arts (Photography - Darkroom Techniques)

Peter Clarke Art Centre Jan 2011 - Dec 2015



Matric

Hs. Jan van Riebeeck Jan 2009 - Dec 2013

| 🏆 REFERENCES |



Michael Wilson

Head of product @ Waymap

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Marilyn Maseko

Designer @ 22seven

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Byron Coetsee

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[mila-daly](#)

| 🎓 EMPLOYMENT HISTORY |



Senior UX/UI Designer | [Waymap](#)

Jul 2025 - Mar 2026

- **Waymap V2 App designer** – Key contributor to the V2 mobile navigation app designs, improving design system, app accessibility, usability, and core user flows for visually impaired and sighted users.
- **Waymap Web (POC)** - Led product design of a browser-based proof of concept enabling route pre-planning and map exploration.



Product Designer | [Scrums.com](#)

Jul 2023 - Jan 2025

- **Wesbank (RMB)** – Lead designer on a vehicle aggregation and finance app for SA's largest vehicle loans provider.
- **Waste Group** – Lead designer on an internal waste ops platform for managing tracking, service workflows, and client communications.
- **MyFundi** – Lead designer on a bursary platform supporting study loans, housing, and a student e-commerce store for devices and materials.



Product Designer | [MakeReign](#)

Nov 2021 - Jun 2023

- **Woolworths** – Lead designer on a mobile retail app for South Africa's largest omnichannel retail and lifestyle brand.
- **WFS** – Lead designer for Woolworths Financial Services across web and mobile customer platforms.
- **Design System** – Built and led the design system used across all WW digital products, from retail to financial services.



Product Designer | [22seven \(Renamed to Vault22\)](#)

Feb 2019 - Nov 2021

- **Platform Lead** – Designer across all platforms (Feb–Jul 2019), then web lead (Jul 2019–Jul 2020), and iOS design lead (Jul 2020–Nov 2021).
- **Visual Design** – Produced occasional social media graphics and illustrations to support marketing and brand efforts.



Interaction Design Intern | [Isoflow](#)

Jun 2018- Jul 2018

- **Design Skills** – Prototyping, wireframing, and visual design across Keynote, presentations, & branded graphic content.



UX/CX Design Intern | [Absa Bank](#)

Jun 2018

- **UX Practice** – Prototyping, wireframing, and customer experience analysis to inform product decisions and streamline user journeys.



Check out my older work history on my website

Jan 2014 - Dec 2017

[Click here to view my experience timeline](#)



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