

Cy van der Spuy

Senior Product Designer

Remote & Hybrid

 Cape Town
South Africa

+27 81 244 3689

hello@cyproductdesign.com

[LinkedIn](#) ↗

[Portfolio](#) ↗

7 years in design

Experience across Telcos,
B2B, B2C, and SaaS



My experience in social
impact keeps people at the
heart of my decision
making.

I lead end-to-end projects,
and support strategic
business goals. I use AI to
innovate and collaborate.

Core skills

Product strategy

User research & UX

Service design

Web Accessibility

AI Prototyping

Craft: Figma, Adobe Suite

Design systems

Relevant work experience

Senior Product and Service Designer

at Harambee Youth Employment Accelerator

Nov 2021 - Present (4yrs) • References: [Marguerite Parvess](#),
[Christopher Penkin](#)

Highlights

- Enhanced Hiring Feedback: Led the design of a feedback feature that boosted employer feedback on hires by 600% within the first month—critical for securing funding.
- Design system lead: Managed the development of a comprehensive design system for two platforms, catering 5 million+ users.

Key responsibilities

- Collaborate with cross-disciplinary teams to identify new product opportunities.
- Drive product improvements focused on addressing youth unemployment challenges in South Africa.
- Design solutions scalable across various audience segments and channels.
- Partner with UX research teams to identify pain points, ensuring user needs remain central to our problem-solving efforts.
- Mentor junior designers, fostering their growth through collaborative design experiences.

Interaction and Service Designer

at Helm (formerly Praekelt)

Jan 2020 - Nov 2021 (2 yrs) • References: [Inge Malan](#), [Jamie Du Toit](#)

Key responsibilities

- Collaboration with cross-functional stakeholders on design solutions for a multi-national telco, MTN.
- User interface design for MTN business billing system.
- Optimisation of e-commerce chatbots through conversation design principles and collaboration with copywriters on content strategy.

Education & certifications

- **Ability to Execute Lead Journey (A2E)** at McKinsey & Company | Certificate ID 5d24132f-ce95-4042-87df-a213650d74d8 | 2025
 - **Agile Certified** at ICAgile | Certificate ID 319-52577-69a902d8-f962-4779-8cc9-4d436ec8c295 | 2025
 - **Accessibility: How to Design for All** at Interaction Design Foundation (IxDF) | Certificate ID 134343-2023-788158 | 2023
 - **Service Design: How to Design Integrated Service Experiences** at Interaction Design Foundation (IxDF) | Certificate ID 134343-2023-788158 | 2021
 - **Bachelor of Arts (with Honours) in Information Design & Visual Culture Studies** at University of Pretoria/Universiteit van Pretoria | Graduate Cum laude | 2019
 - **Visual Arts and Design Foundation Course** at Central St Martins at University of the Arts London | 2015
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