

Cy van der Spuy

Senior Product Designer

Remote

📍 Cape Town
South Africa
Open to relocation

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LinkedIn ↗



My experience in social impact keeps humans at the heart of every design decision.

Key skills

Strategy
User Experience (UX)
Web Accessibility
AI Prototyping
Figma
Design systems

Senior Product and Service Designer at Harambee Youth Employment Accelerator

Nov 2021 - Present (3 yrs 10mos)

Highlights:

- Getting data on hires is a key metric for success in the organisation and how they secure funding. I led the end-to-end design for a feature encouraging employers to give feedback on who they've hired. Hiring feedback increased by 600% within the first month of launch.
- Led the craft and implementation of a design system used across two platforms with a combined audience of 5 million+ users.

Core responsibilities:

- Collaborate with cross-disciplinary teams to identify new product opportunities.
- Improve existing products with a core focus on solutions for youth unemployment in South Africa.
- Design for scale across multiple channels and audiences.
- Collaborate with UX research teams to discover pain points and keep the user needs at the core of our problem solving.
- Set up junior designers for success through mentorship and designing together.

Interaction and Service Designer at Helm (formerly Praekelt)

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

Core responsibilities:

- Collaboration with cross-functional stakeholders on design solutions for a multi-national telco, MTN.
- User interface design for online mobile recharges.
- 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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