Cy van der Spuy
Senior Product Designer

Cape Town, South Africa | Open to relocation / Hybrid / Remote

+27 81 244 3689 | hello@cyproductdesign.com | Portfolio

How I bring value

Senior Product Designer with 7 years of experience across Telcos, B2B, B2C, and SaaS industries. Specialises in end-to-end product design with a strong foundation in social impact, ensuring people remain at the heart of every decision. Proven ability to lead design systems, drive measurable product outcomes, and use AI to innovate and collaborate effectively.

Core skills

Product Strategy | User Research & UX | Service Design | Web Accessibility | AI Prototyping | Figma | Adobe Suite | Design Systems

Relevant experience

Senior Product and Service Designer | Harambee Youth Employment Accelerator | *Nov 2021 – Present*

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

Key Responsibilities
- Collaborated with cross-disciplinary teams to identify new product opportunities.
- Drove product improvements focused on addressing youth unemployment challenges in South Africa.
- Designed solutions scalable across various audience segments and channels.
- Partnered with UX research teams to identify pain points and ensure user needs remained central to problem-solving.
- Mentored junior designers, fostering their growth through collaborative design experiences.

Interaction and Service Designer | Helm (formerly Praekelt) | *Jan 2020 – Nov 2021*

Key Responsibilities
- Collaborated with cross-functional stakeholders on design solutions for MTN, a multi-national telco.
- Designed the user interface for the MTN business billing system.
- Optimised e-commerce chatbots through conversation design principles, collaborating with copywriters on content strategy.

Education

Bachelor of Arts (Honours) in Information Design & Visual Culture Studies *2016 to 2019*
University of Pretoria | Graduated Cum Laude
Visual Arts and Design Foundation Course *2013 to 2014*
Central St Martins, University of the Arts London

Certifications

- Ability to Execute Lead Journey (A2E) – McKinsey & Company (2025)
- Agile Certified – ICAgile (2025)
- Accessibility: How to Design for All – Interaction Design Foundation (2023)
- Service Design: How to Design Integrated Service Experiences – Interaction Design Foundation (2021)