

Ndumiso Khoza

UX/UI Designer | WordPress Web Designer | Digital Marketing and Web Operations

Location: Nelspruit, Mpumalanga (Remote-Ready) **Phone:** +27 685 167 336 / +27 76 202 7612 **Email:** ndumisokhozae@gmail.com **Portfolio:** ndumisok.co.za **LinkedIn:** linkedin.com/in/ndumisophelembe

PROFESSIONAL SUMMARY

UX/UI Designer and WordPress Web Designer with 7+ years of experience building and scaling digital platforms. Built and grew an e-learning platform to 20,000 monthly visitors through a combination of UX design, WordPress development, and SEO strategy. Currently completing a UX/UI-focused Business Analyst learnership at Umuzi, with strong capabilities across design, development, and data-driven optimisation.

KEY ACHIEVEMENTS

- Scaled GhostTraders e-learning platform from zero to 20,000 monthly visitors
- Built a full LMS and e-commerce system using WordPress, WooCommerce, LearnDash, and Tutor LMS
- Designed conversion-focused landing pages that improved user engagement and course enrollment
- Delivered two end-to-end UX design projects with WCAG AAA accessibility compliance (Budget Bites and TravelWise)
- Achieved 80% task completion rate under 60 seconds in usability testing for TravelWise currency exchange app

PROFESSIONAL EXPERIENCE

UX/UI Design Trainee Umuzi Remote Aug 2025 to Aug 2026 (Expected)

- Applied Design Thinking across end-to-end UX projects from research to high-fidelity delivery
- Designed mobile and web interfaces in Figma using Auto Layout, components, and design systems

- Conducted user research, usability testing, and competitive analysis to inform design decisions
- Created wireframes and interactive prototypes to validate user flows
- Applied accessibility standards and responsive design principles
- Bridged design and development using HTML, CSS, and JavaScript fundamentals

Digital Marketing and Web Operations Manager, GhostTraders

Remote, 2018 to 2025

- Built and scaled an e-learning platform from 0 to 20,000 monthly visitors
- Designed and developed a full website using WordPress, WooCommerce, and LMS systems
- Created conversion-focused landing pages aligned with UX and business goals
- Implemented SEO strategy using Yoast and SEMrush to drive organic growth
- Managed email marketing and automation using FluentCRM
- Tracked and optimized performance using Google Analytics and Google Tag Manager

DESIGN PORTFOLIO

Portfolio Website: ndumisok.co.za

SKILLS

UX/UI Design: User flows, wireframing, prototyping, usability testing, accessibility, information architecture

Design Tools: Figma, Canva, design systems, style guides

Web and CMS: WordPress (Advanced), WooCommerce, LearnDash, Tutor LMS

Front End: HTML, CSS, JavaScript (Foundations)

Digital Marketing: SEO, Google Ads, email marketing, funnel optimisation

Analytics: Google Analytics, Google Tag Manager, conversion tracking

AI and Productivity: ChatGPT, Perplexity AI, Claude.ai, Grammarly

EDUCATION

NCBA Business Analyst (NQF Level 5)

Umuzi *Expected Aug 2026 | Currently enrolled, 12-month learnership*

Bachelor of Commerce in Marketing Management

UNISA *Expected 2026 | Final Year, 3 modules remaining*

CERTIFICATIONS

- **Google UX Design Professional Certificate** Coursera
- **Google Digital Marketing and E-commerce Professional Certificate** Coursera
- **Google Data Analytics Professional Certificate** Coursera

REFERENCES

Alie Silver Ubisse

Founder, GhostTraders E-Learning | Direct Supervisor

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