

EDMOND MASEMOLA

UX/UI Designer



Overview

I'm a User Experience Designer (UX, also known as Product Design) with 10 years of creative design experience, bringing a strong blend of visual design expertise and user-centered thinking to digital product development. Proven track record in brand identity, visual communication, and collaborative design processes, with a focus on research-driven solutions and accessibility. Passionate about creating intuitive, functional, and visually engaging digital experiences that solve real user problems.

Personal Info

Date of Birth : 24 July 1992
Gender : Male
Nationality : South African
Languages : Sepedi, IsiZulu & English

Experience Work

MID-GRAPHIC & WEB DESIGNER

2024 - Present | Unisure Group

- Creating branded visual assets and marketing materials across digital and print platforms
- Designing responsive, user-focused website interfaces and experiences
- Building and managing WordPress (Elementor) websites, including content, layouts, and forms with conditional logic
- Monitoring website performance and optimizing designs based on insights and user behavior

JUNIOR GRAPHIC DESIGNER

2022 - 2024 | Unisure Group

- Designing Social Media static and video posts
- Designing brochures, presentations, pamphlets, and email signatures.
- Image search and mood boards
- Newsletter designs for Outlook and Mailchimp
- Design & Updating forms, documents and business cards

JUNIOR GRAPHIC DESIGNER

2021 - 2022 | The Digital Alliance

- Designing Social Media Posts for clients & in-house marketing.
- Designing website mockups for clients to approve before being developed.
- Designing brochures, presentations, pamphlets, and email signatures.
- Image search and mood boards for clients.

GRAPHIC DESIGNER

2017 - 2021 | Freelancing

- Designing Social Media Posts.
- Basic Wordpress website designs.
- Designing brochures, presentations, pamphlets, posters, flyers, and banners.
- Logo and brand design style guides.

Programs

Figma	<div><div style="width: 85%;"></div></div>
Lovable	<div><div style="width: 80%;"></div></div>
AI Generatives	<div><div style="width: 75%;"></div></div>
Adobe Photoshop	<div><div style="width: 80%;"></div></div>
Adobe Illustration	<div><div style="width: 75%;"></div></div>

References

Loura Joubert

Unisure Group

Head of Marketing
Cell : 082 345 0330

Willem Botha

Unisure Group

Creative Lead
Cell : 082 052 9790

Alex Lewis

The Digital Alliance

Manager
Cell : 073 125 4682/ 063 373 6589

Contact

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Email : eddymasemola@gmail.com

Location : Sandton, Johannesburg

Visit My Portfolio Website

<https://www.edmondmasemola.com>

Career Awards:

2023 Rising Star Award
@Unisure Group

Education

GOOGLE UX DESIGN | 2024

Coursera | Google

- Foundations of user experience (UX) design
- Start the UX design process: empathize, define, and ideate
- Build wireframes and low-fidelity prototypes
- Conduct UX research and test early concepts
- Create high-fidelity designs and prototypes in Figma
- Build dynamic user interfaces (UI) for websites
- Design a user experience for social good & prepare for jobs

PROMPT ENGINEERING | 2025

Coursera | IBM

- Understanding core prompt engineering concepts for generative AI
- Crafting clear, effective prompts using proven techniques
- Applying methods like zero-shot, few-shot, and chain-of-thought
- Evaluating and refining AI-generated outputs for quality
- Using AI tools to improve productivity and problem-solving

GRAPHIC DESIGN | 2017

Shaw Academy Online

- Introduction to Graphic Design
- Design Principles & Elements
- Color
- Typography
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

MATRIC | 2010

Modiri Technical High School

- Sepedi Home Language
- English First Additional Language
- Life Orientation
- Mathematics
- Physical Science
- Engineering Graphic Design
- Mechanical Technology



7 Courses

Foundations of User Experience (UX) Design

Start the UX Design Process: Empathize, Define, and Ideate

Build Wireframes and Low-Fidelity Prototypes

Conduct UX Research and Test Early Concepts

Create High-Fidelity Designs and Prototypes in Figma

Build Dynamic User Interfaces (UI) for Websites

Design a User Experience for Social Good & Prepare for Jobs



Mar 13, 2024

Edmond Masemola

has successfully completed the online, non-credit Professional Certificate

Google UX Design

Those who earn the Google UX Design Professional Certificate have completed seven courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for introductory-level roles in UX design. They can complete the design process from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.



Amanda Brophy
Global Director of
Google Career
Certificates

Verify this certificate at:
<https://coursera.org/verify/professional-cert/6NU2DDX3DK9P>



Mar 22, 2025

Edmond Masemola

has successfully completed

Generative AI: Prompt Engineering Basics
an online non-credit course authorized by IBM and offered through Coursera

**COURSE
CERTIFICATE**



Antonio Cangiano

Antonio Cangiano
Engineering Manager and AI Specialist
IBM Digital Business Group

Rav Ahuja

Rav Ahuja
Global Program Director,
Skills Network

Verify at:
<https://coursera.org/verify/5ETGHYU6K6HA>
Coursera has confirmed the identity of this individual and
their participation in the course.



Apr 21, 2025

Edmond Masemola

has successfully completed

Introduction to HTML, CSS, & JavaScript
an online non-credit course authorized by IBM and offered through Coursera

Michelle Saltoun
Software Developer
IBM

Upkar Lidder
Senior Software Engineer
SkillUp

**COURSE
CERTIFICATE**



Verify at:
<https://coursera.org/verify/N7DNLTTD0WGK>
Coursera has confirmed the identity of this individual and
their participation in the course.



RISING STAR 2023 STAFF AWARD

This Certificate is Proudly Awarded to

Edmond Masemola

This acknowledges new employees who have shown exceptional dedication, effort, and potential in the short time they have been with the company.

Barry Sundelson
Barry Sundelson
Group Chief Executive Officer

01/12/2023

Date Issued





"By the Authority of the Academic Board of Shaw Academy"

DIPLOMA
in
G r a p h i c D e s i g n

has been awarded to

Edmond Masemola

*who has successfully demonstrated proficient comprehension of the
Diploma in Graphic Design course and is therefore awarded this diploma with*

GRADE : Merit

DATED : September 26, 2017

In witness whereof, the seal of the Academy is impressed upon this parchment

A handwritten signature in black ink, appearing to read 'Frank Donelan'.

FRANK DONELAN
CERTIFICATION OFFICER





REPUBLIC OF SOUTH AFRICA

National Senior Certificate

Awarded to

Matsobane Edmond Masemola

Identity number 9207245707080

Subject	%	Achievement level
Sepedi Home Language	71	6
English First Additional Language	49	3
Mathematics	50	4
Life Orientation	52	4
Engineering Graphics and Design	45	3
Mechanical Technology	54	4
Physical Sciences	42	3
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This candidate is awarded the National Senior Certificate and has met the minimum requirements for admission to diploma or higher certificate study as gazetted for admission to higher education, subject to the admission requirements of the higher education institution concerned.

With effect from December 2010

M. S. Rakometsi
Chief Executive Officer

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This certificate is issued without alterations or erasure of any kind



Council for Quality Assurance in
General and Further Education and Training
South Africa

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[See reverse for more information]