Hilary Ndodana Moyo

Product Designer

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WORK EXPERIENCE

Squareone International LLC
Founder & Lead Product Designer
2023 – Present | Remote
Built a design consultancy delivering UI/UX for startups and apps. Produced and managed digital products using AI-enhanced design flows. Oversaw brand systems, stakeholder alignment, and global team coordination.

Yiya Kude/TravSim
UI/UX Designer
2021 – 2023 | Remote
At Yiya Kude my work consisted of managing graphic production across various mediums, including print, interactive, and digital design. My role involved collaborating closely with clients to understand their needs and delivering visually stunning designs that resonate with target audiences.

EDUCATION & CERTIFICATIONS

Product Design Certificate
Uxcel
2025

Business Development Management Certificate
University of Cape Town
2025

Diploma in Fine Arts
University of Fort Hare
2016 – 2018 | Alice, South Africa

CORE SKILLS

Tools
Figma, Maze, Adobe CC, Notion, Webflow, Miro

UX Research
Personas, Journey Mapping, Accessibility Audits, Usability Testing
(moderated/unmoderated)

AI & Tech
GPT API, AI-powered design (Galileo, Diagram), Chatbot UX,
Personalization Engines

Design Systems
Creation & Maintenance, Cross-Platform Guidelines

Development Knowledge
HTML/CSS Basics, Developer Handoff (Zeplin, Figma Dev Mode)

Soft Skills
Remote Collaboration, Presentation, Documentation, Project Scoping

Design Systems
Creation & Maintenance, Cross-Platform Guidelines

Development Knowledge
HTML/CSS Basics, Developer Handoff (Zeplin, Figma Dev Mode)

SELECTED PROJECTS

Babylon Balance
Founder & Lead Product Designer

An Adalo built no-code financial literacy app inspired by The Richest Man in Babylon, offering AI-driven spending insights. Designed all UI/UX across 25+ screens, including income tracking, expense logging, and personalized financial advice. Integrated GPT-based suggestions for budgeting behavior improvement.
Developed freemium features and premium video content flow. Structured the database in Adalo and led QA testing across mobile platforms

PRecovery
Client-Focused UI/UX Overhaul

Habit-tracking app focused on addiction recovery with daily logs and relapse tracking.
Redesigned dashboard, progress tracker, and feedback flows. Incorporated emotion-focused design, calming color systems, and structured iconography. Managed client collaboration and multiple revision cycles remotely.

Piggy for YNAB
UX/UI Redesign

Reimagined the budgeting experience for kids using a YNAB-compatible concept. Transformed rough client vision into a clear UX flow and interactive prototype. Developed user personas, wireframes, and polished UI in Figma. Created a narrative-led onboarding experience that increased conceptual clarity.

CONTINUOUS LEARNING

- Uxcel, AI UX Trends, UX Collective, DesignBetter