

# Lerato Rabotapi

SENIOR PRODUCT DESIGNER · UX & UI · DESIGN SYSTEMS ARCHITECTURE

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## PROFILE

Senior product designer with 7+ years in mass market fintech, equally strong in **UX strategy** and high fidelity **UI**. I architect and scale **design systems built for engineering**, componentising with systems thinking and aligning tokens to the dev and **AI assisted** build pipeline, turning research into measurable product impact.

## EXPERIENCE

**Vodacom** · VodaPay · Senior Product Designer Oct 2025 – Present

- Architecting and **componentising a new enterprise design system** from the ground up, applying systems design thinking so tokens and components align with the **AI assisted dev** pipeline.
- Lead design across the VodaPay super app, serving **103M+ financial services users**, spanning lending and vouchers, including the VodaPay Club subscription.
- Craft adaptive component states, consent flows and confirmation patterns, delivered ready for engineering.
- Embed AI assisted tooling such as Figma Make and prompt driven workflows into team practice.

**MTN** · Mobile Money · Senior Product Designer Aug 2023 – Sep 2025

- Architected the **MTN MoMo design system**, standardising UI across markets with **69.5M monthly active users** and cutting build time ~30%.
- Led mobile first wallet strategy: **2,700 new users in 24 hours**, versus 1,000 in six months on USSD.
- Owned a **Mastercard virtual card product** end to end: journeys, API integration, regulator compliant flows.
- Built an engagement framework that lifted active usage **35%**; onboarded **50+ B2B partners** and mentored designers.

**Standard Bank Group** · Product Designer Aug 2022 – Aug 2023

- Product owner for Business Banking serving **200k+ SME customers**; drove a **40% rise** in mobile adoption.
- Built scalable component libraries and a four step **personalised banking flow** that lifted uptake **26%**.

**Sanlam** · Indie · Product Designer Feb 2020 – Jul 2022

- Led research informing **digital insurance strategy**; built an organisation wide governance framework, improving consistency 40%.
- Redesigned the telephonic sales tool, cutting call time **25%** and speeding conversions.

## CAPABILITIES

**Design systems** architecture, componentisation and governance · **High fidelity UI** · Engineering ready, token based design · **AI aligned** design and dev workflows · **Behavioural and rewards** product design · End to end UX · Mobile and cross platform · Fintech and insurance

**Design** Figma (expert), Framer and Framer Motion, Adobe CC, Sketch  
**Build** HTML, CSS, JavaScript, React, SwiftUI · iOS · Material Design  
**AI** Figma Make, generative and prompt driven workflows

**Research** UserTesting, Dovetail, Maze, Hotjar, Optimal Workshop

## EDUCATION & TRAINING

**User Experience Design**  
University of Cambridge (ICE) · 2024

**Product Design Diploma**  
Academy of Digital Arts · 2020

Further training: UX Design, Red & Yellow School of Business (2022) · Full Stack & Frontend Development, HyperionDev (2019)