tim moses.

EMAIL timothyenricomoses@gmail.com
PORTFOLIO fngrprnt.co.za ↗
LINKEDIN linkedin.com/in/timothy-moses-b18512331 ↗
BEHANCE behance.net · Still Here ↗

timothy moses, product and experience designer.

Product designer working across experience design, demand testing and lead-generation design. I design the customer journeys, landing pages and ads that turn interest into leads, then keep improving them with session recordings and A/B tests. I want to understand the problem before I try to solve it, and the person on the other side of the experience.

2×
lead generation on the subscription portal, from 0.5% to the 1% goal
UX · CRO · WIREFRAMES

44%
of all Alumo enquiries came through the new website design
UX · UI DESIGN

5×
the baseline lead volume for the heat pump, tested as Meta ads before anything was built
BRIEFS · AD DESIGN · COPY

111
high-fidelity screens across a referrer portal and an office dashboard
RESEARCH · FLOWS · UI

experience.

Product Designer
NOW

Alumo Energy · Marketing team

All the UX design, UI and graphic design for the team.

- **Subscription portal.** Worked with the marketing team on Alumo's self-serve solar subscription portal, leading the UX and CRO and designing the wireframes, with 390 customers and prospects surveyed. Kept designing after launch, using session recordings to find where people stalled. The portal hit its 1% conversion target, and the new website design now brings in 44% of all Alumo enquiries.
- **Reviba demand tests.** Four product ideas went in front of real customers as Meta ads before Alumo committed to building any of them. I wrote the briefs, designed the ads, wrote the copy and raised compliance flags. The heat pump won with five times the baseline lead volume; the weakest offer went back for a rework.
- **Referral rewards.** People referred their friends and then heard nothing. I traced it to a matching defect, then redesigned the journey from the advisor conversation to payout: 5 referral programmes studied and 111 high-fidelity screens across a referrer portal and an office dashboard.

Business Development & Apprenticeship Lead
2025

Zuza Ventures

- Led a team of recently graduated developers, bridging strategic projects and UI/UX contributions.

Creative Producer
2025

919FM · SocialTV

- Ran the social media and designed all assets for SocialTV.
- Did all the branding for BRAG 2025.
- Led a team of producers.

Junior Designer
2023 TO 2025

Honeycomb Social Impact

- Social media and brand content for a period poverty non-profit.

selected work.

Reviba demand tests ↗
DEMAND TESTING

Alumo subscription portal ↗
EXPERIENCE DESIGN

Alumo referral rewards ↗
RESEARCH & UX

Still Here ↗
TRAUMA-INFORMED UX

skills.

PRACTICE

Experience design · Demand testing · Lead-generation design · User research · Customer surveys · Journey mapping · Wireframes and flows · Design systems · A/B testing · Post-launch optimisation

TOOLKIT

Figma · Illustrator · Photoshop · Premiere Pro · Hotjar · AI

education.

Vega School
BA in Experience Design

First year completed, 73% average

Vega School
Higher Certificate in Creative Development

Completed with distinctions