TYRONE GOWER

Senior Product Designer

📞 07599440846   ✉ tjgower@gmail.com

EXPERIENCE

Senior Product Designer
2021 - Present

Red Sift (Cybersecurity)
London

- Drove AI-driven UX enhancements, integrating generative AI into product workflows, improving automated threat detection accuracy by 40% and reducing false positives by 70%.
- Created contextual AI-powered guidance to support real-time decision-making, enhancing onboarding and improving task completion rates.
- Introduced and championed a cross-functional design process that involved key stakeholders from the outset, reducing design churn and accelerating project timelines by 25%.
- Built and scaled a unified design system, reducing UI inconsistencies by 60% and enabling faster, more consistent design delivery across all products and platforms.
- Conducted in-depth user research and usability testing, directly informing design decisions and optimising engagement.
- Designed and launched 0–1 products, shaping MVPs in close collaboration with product and engineering teams.

Product Design
2019 - 2021

Pragma Global (Asset Management)
Cape Town

- Led end to end design processes - concept, creating UX flows, wireframing, interactive prototypes, designing high-end products.
- Spearheaded web accessibility initiatives, ensuring compliance with WCAG 2.1 standards and improving usability for 100,000+ users, including those with disabilities.
- Conduct workshops with users and stakeholders to gain deeper insight and align business objectives with user requirements.

UX/UI Designer
2017 - 2019

Raw Web Development (Design Agency)
Cape Town

- Led a team of designers and developers, increasing project delivery efficiency by 20% through improved workflows.
- Took the lead on documenting design requirements and setting up design plans for clients, ensuring continuity and quality across projects.
- Designed and developed product solutions for SMEs from a variety of industries, assisting in both business strategy and product development.

UX/UI Freelancer
2009 - 2017

WebBot Design
Johannesburg

- Led projects through close collaboration with remote developers communicating design vision and strategy.
- Successfully worked with clients both locally and internationally creating and developing cross media products.
- Worked across UX and UI to deliver pixel perfect solutions.

Junior Designer
2007 - 2008

Medislope
Johannesburg

EDUCATION

User Experience online short course
2020

University of Cape Town
Online

Degree of Bachelor of Arts -Multimedia Design
2004 - 2006

Greenside Design Center
Johannesburg

Matriculated
1998 - 2003

Marais Viljoen High School
Johannesburg

SUMMARY

User-centered Senior Product Designer with a strong track record in crafting intuitive, AI-powered experiences across complex platforms. Known for bridging strategy and design through collaboration, scalable systems, and data-driven insights. Passionate about building digital products that empower users and drive measurable impact.

KEY ACHIEVEMENTS

💎 **Enhanced AI-Driven UX**

Improved threat detection accuracy by 40% at Red Sift

💎 **Design System Implementation**

Reduced UI inconsistencies by 60% across products through design system integration

💎 **Collaborative Design Process**

Reduced design friction, accelerating project timelines by 25% through cross-functional collaboration

💎 **Web Accessibility Initiative**

Enhanced web accessibility for 100,000+ users with WCAG 2.1 standards

SKILLS

Product Design · UX/UI Design · Design Systems · AI & Data-Driven UX · Cross-Functional Collaboration · Figma, Adobe CC, HTML/CSS · Rapid Prototyping & User Research · Workshop Facilitation & UX Writing

FIND ME ONLINE

🌐 **LinkedIn**

https://www.linkedin.com/in/tyronegower/

🌐 **Portfolio**

https://tyronegower.com/

🌐 **Dribbble**

https://dribbble.com/TyroneG