

Hello, I'm Quewin Human

I make complex journeys feel simple. I'm a UX/UI and product designer with 5+ years of experience designing customer-facing digital products for complex, international environments, currently BMW Group's global Digital Checkout Solution. In a team, I bridge business, design and development: I listen, challenge where it helps the user, and take ownership from first concept to release. I stay calm under tight deadlines, keep learning, and use AI to explore ideas faster and create visuals people remember.

Experience

UX / UI DESIGNER – BMW GROUP SOUTH AFRICA MAY 2021 – PRESENT

PROJECT 1: *Digital Checkout Solution (DCS) – Sales & Product Delivery*

- Designed and optimised customer-facing experiences for DCS, a global vehicle purchasing platform for BMW, MINI and BMW Motorrad: **30+ international markets**, **150+ journey variations** and more than **100,000 completed checkouts**.
- Created, maintained and supported design systems and components and participated in the product's transition to WCAG accessibility compliance.
- Created wireframes, user flows, prototypes and high-fidelity designs to translate requirements into tangible solutions for development and validation.
- Set up **8 moderated usability studies** with the DCS design team (64 participants in Germany and the UK, plus eye tracking): prototypes, tasks and questions. Observed the sessions and turned the findings into design changes. The checkout scored **92/100** on the System Usability Scale (SUS).
- Translated business and UX requirements into user stories/epics and acceptance criteria across **200+ backlog items**, helping align product, design, development and testing teams around customer-facing enhancements.
- Facilitated workshops and refinement discussions with Product Owners and Business Analysts to align user needs, business objectives and implementation requirements.
- Created and presented multiple design concepts and research findings that informed product decisions and UX improvements.
- Supported implementation through design QA with developers and testers, so delivered features matched the intended design and user experience.
- Set up design AI agents in VS Code with Copilot and MCP integrations (such as Jira) that do analysis, write epics and acceptance criteria and implement code; now exploring a Figma MCP for design work.

MAY 2021 – DEC 2024

PROJECT 2: *Trade-In Solution – Evaluation & Product Delivery*

- Supported the evolution of BMW's digital Trade-In experience from an embedded checkout step into a standalone product offering.
- Designed customer journeys, interfaces and prototypes for online vehicle valuation and trade-in processes.
- Collaborated closely with Product Owners, Business Analysts, developers and QA throughout product discovery, refinement and delivery.
- Contributed to in-person ideation workshops focused on rapid concept generation, evaluation and product opportunities.

CONTACT

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Open to remote & hybrid

SKILLS

Design

Interaction design • UI design • Wireframing • Prototyping • Design systems & component libraries • Responsive design

Research

Usability testing • Study setup • Heuristic evaluations • Qualitative A/B testing • Eye tracking • Accessibility reviews

Product & Delivery

Product discovery • User stories & epics • Acceptance criteria • Backlog refinement • Stakeholder alignment • Agile delivery • Design QA • Workshop facilitation

Tools

Figma • FigJam • Jira • Confluence • Miro • Visual Studio Code • Microsoft Office

AI & Innovation

MCP integrations • A2A concepts • Claude Code • ChatGPT • Gemini • Copilot • Figma AI • Figma Make • Higgsfield • Seedance 2.0 • Nano Banana • Seedream • GSAP

Familiar with

HTML • CSS • JavaScript • GitHub

CERTIFICATIONS

2023 – HFI (Human Factors International)
Certified Usability Analyst (CUA)

2022 – HFI
UX Foundations

EDUCATION

2019 – University of Pretoria
BSc Interior Architecture

2018 – UNISA
Certificate in Project management