Tariro Coffee

UI/UX Designer

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Portfolio: behance.net/taricoffee | taricoffee.com | Upwork profile

LinkedIn: linkedin.com/in/taricoffee

PROFESSIONAL SUMMARY

UI/UX designer with 5+ years of experience in user research, wireframing and Figma prototyping for mobile and web products. Combines visual design with HTML, CSS, JavaScript and WordPress implementation. Coordinates international teams and oversees 12 Dana Dairy websites. Achieved a 100% Upwork Job Success Score across 61 completed jobs and 600+ hours logged.

PROFESSIONAL EXPERIENCE

Brand & Web Designer | Dana Dairy

United Kingdom · Remote | June 2021 – Present

- Maintain and optimise 12 WordPress websites across group brands, implementing technical updates and custom code to support website functionality and ongoing business enquiries.
- Support the company's international expansion from approximately 25 to 31 countries, representing 24% growth in market presence, through website development, branding and digital marketing.
- Spearheaded the adoption of Figma and developed reusable WordPress components, reducing page redesign and development time by approximately 60%, from five working days to two, by streamlining design reviews and development workflows.
- Streamlined packaging project workflows through reusable templates, reducing production time by approximately 81%, from two working days to three hours, across print design, packaging design and landing page deliverables.
- Coordinate projects with cross-functional teams of up to six, including freelancers and translators.
- Promoted from part-time to full-time employment with expanded responsibilities.

Freelance UI/UX Designer & Web Developer | Upwork / Kinda Unique

Zimbabwe · Remote, international clients | 2017 – Present · Upwork since 2020

- Achieved a 100% Job Success Score on Upwork, with 61 jobs, 600+ hours logged and $10K+ earned across UI/UX, website and brand design engagements.
- Designed mobile app, web app and landing-page interfaces for an enterprise USA-based client; extended the engagement to UI/UX design for a fundraising application.
- Led a comprehensive UX audit and complete redesign of Polyglot's website, a UK-based talent agency, restoring all major functionality, optimising calls to action and restructuring information architecture to improve usability and user engagement.
- Developed ZIMAA’s membership platform with user registration, account management and Stripe payment integration, enabling growth to 50+ registered members within three months of launch.

Web & Marketing Designer | Zing

United States · Remote | January – June 2021; October – December 2021 (part-time)

- Built approximately six school websites during a six-month contract, partnering with copywriters to structure content around parents' needs and simplify visit booking.
- Contributed to a school campaign associated with a reported 35% increase in enrolment by introducing visit-booking calls to action, enquiry forms and parent video testimonials.
- Developed coordinated landing pages, email designs, brochures and lead magnets; resolved website and parent-facing mobile app issues through direct customer support.

SELECTED DESIGN & DEVELOPMENT PROJECTS

ReferMe | Mobile and web UI/UX

Designed app interfaces and supporting landing-page experiences in Figma. Portfolio: ReferMe app design.

Samura Logistics | WordPress website

Created wireframes and delivered the company website, with continued usability improvements. Portfolio: Samura Logistics web design.

AI-powered CV extraction and analysis | Academic capstone

Built a Python system to extract and analyse CV information and rank candidates, using natural language processing, document AI and retrieval-augmented generation (RAG).

CORE SKILLS

UI design: Visual hierarchy, typography, colour systems, responsive web and mobile layouts, and reusable Figma components.

UX & product design: UX audits, heuristic evaluation, information architecture, user journeys, wireframing, interactive prototyping, design systems, accessibility principles and product strategy.

Design tools: Figma, Adobe Creative Cloud, Relume, Miro and Component libraries.

Front-End Development: HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, Next.js, Tailwind CSS, Motion, responsive UI development and reusable components.

Web Development & CMS: WordPress, Elementor, Webflow, Framer, Sanity CMS, PHP, MySQL, Python, WooCommerce, Shopify, Stripe and REST API integration.

Testing & Deployment: Functional testing, cross-browser testing, website performance optimisation, Git/GitHub, Netlify, Vercel and cPanel/WHM.

Project Delivery & Leadership: Requirements analysis, technical documentation, stakeholder management, project coordination and Agile principles.

EDUCATION

Bachelor of Science in Software Engineering | Zimbabwe Open University | 2022 – 2025

Telecommunications Diploma | TelOne Centre for Learning | 2015 – 2017

SELECTED CERTIFICATIONS & TRAINING

- **Google:** UX Design (completed programme)
- **FreeCodeCamp:** Responsive Web Design; JavaScript Algorithms & Data Structures
- **Webflow:** Certifications 1–3
- **Additional training:** Ultimate Figma Masterclass; JavaScript; React, Next.js and Redux; Python; WordPress speed optimisation