

TAMLYN HOLMES

Independent Senior Product Designer (UI/UX) | Design Engineer | Wordpress developer

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PROFILE

Product designer and design engineer with almost two decades of experience designing and building for the web, working on the principle that if you design it, you should know how to build it. Two specialisations: complex, secure interfaces for FinTech, including two of Africa's largest banking groups, and fully custom WordPress platforms architected from the ground up with advanced data structures beyond standard themes. Trusted with long-term delivery: client relationships sustained for 14+ years (London), 8+ years (US) and multi-year contracts across South Africa, Germany and Australia. Works across the full span from UX workflow mapping to production front-end architecture, and is equally comfortable in the room: gathering requirements, presenting to senior stakeholders and aligning product, compliance and engineering.

SERVICES

User Experience Design (UED) · Interaction Design · Visual Design · Presentation Design · SVG · WordPress Design · Web Design · Web Development

EXPERIENCE

Experience Designer | Standard Bank Group · Contract

Jul 2026 – Present · South Africa, Remote

- Experience design across multiple digital banking products at Africa's largest banking group by assets, operating across 20 African markets.
- Work directly with business stakeholders, product owners and engineering teams, running requirement-gathering sessions and presenting design decisions for sign-off.

Lead Product Engineer | Absa Group · Contract

Jan 2026 – Present · Johannesburg, Remote

- Lead product design for Absa banking products, designing customer application journeys to NCA, FICA and POPIA regulatory requirements, signed off by compliance.
- Facilitate ongoing stakeholder meetings across product, compliance and engineering to align application journeys with regulatory and business requirements before build.
- Designed application journeys across multiple Absa products, including multi-panel forms with complex conditional logic, transactional onboarding journeys and campaign landing pages, handing over production-ready specifications to engineering.

Senior UX/UI Designer & Front-End Developer | CTRL+X · Freelance

Jan 2025 – Present · Berlin, Germany, Remote

- UX/UI design and front-end development across the client portfolio of a Berlin-based studio.

Senior WordPress Developer/Designer | SecuraHR · Contract

Aug 2024 – Present · Oregon, US, Remote

- Designed and built the entire website for an HR compliance software company, including marketing landing pages, HTML email templates and an AJAX-driven blog platform with category filtering.

Senior WordPress Developer/Designer | Amazing Workplace, Inc. · Contract

Aug 2024 – Present · Oregon, US, Remote

- Custom WordPress theme and reusable component development for an employee-experience platform, built for content-team self-service without developer involvement.

Lead UX/UI Designer | Salesforce | SmartenUp · Freelance

Jan 2023 – Present · Johannesburg, Remote

- UI/UX design for Standard Bank and Absa products on the Salesforce platform, delivering prototypes and design specifications implemented by bank engineering teams.
- Participate in design reviews and sprint ceremonies with bank stakeholders and Salesforce engineering teams, translating business requirements into build-ready design specifications.

Senior Product Designer & Front-End Developer | Massive Alliance · Freelance

Apr 2018 – Present · United States, Remote

- Retained design and development partner for 8+ years to a US executive thought-leadership and reputation-management firm: corporate websites (including the current massivealliance.com), internal portals, landing pages, keynote presentations and brand collateral.
- Operated beyond design as de facto technical lead: webmaster duties, DNS and mail server management, SEO strategy, and administration of Google Workspace and Microsoft environments.

Senior UX/UI Designer & Front-End Developer | WordPress | Lilo Web Design • Freelance

Jan 2012 – Present • London, UK, Remote

- Retained for 14+ years of continuous WordPress and front-end delivery for a London web design agency.
- SEO-optimised marketing sites with structured data, mega-dropdown navigation and custom interactive components, delivered continuously across the agency's client portfolio.

Front-End Developer – CIB Digital Tech | Absa Group • Contract

Oct 2016 – Dec 2019 • Johannesburg, Hybrid

- Front-end development for Corporate and Investment Banking digital platforms over a three-year contract, renewed annually.

UX/UI & Front-End Developer | WordPress Developer | Graphic Designer | Virtualfusion

Jan 2004 – Apr 2019 • South Africa

- 15 years running an independent practice spanning UX/UI, front-end and WordPress development, and graphic design for clients across South Africa and abroad.

RECOMMENDATIONS

“One of those rare designers who actually gets development... and excels at both!”

Mathieu Sroussi, Co-Founder, SmartenUp

“Her communication, speed and design capabilities helped us design the first MVP of our platform.”

Christian Brown, Co-Founder & CMO, Glewee Inc.

“She bridges the gap between design, development, and IT.”

Brook Zimmatore, CEO, Massive Alliance

SKILLS

- LinkedIn Skill Assessments passed: WordPress, CSS, HTML, Photoshop, SEO.
- WordPress: custom themes, ACF flexible content and repeaters, custom post types, taxonomy filtering, AJAX archives, large-scale migrations (including a 481-post custom post type import with media registration and custom AJAX filtering).
- Front-end: semantic HTML, CSS (BEM, custom properties, Grid/Flexbox), vanilla JavaScript, WCAG-accessible UI patterns, SVG animation and interactive SVG data visualisations.
- Design: UI/UX for FinTech and enterprise, interaction design, animation, presentation and visual design.