



LARA TEMPLEMORE-WALTERS

EXPERIENCE STRATEGIC DESIGN LEAD

INDUSTRIES

Advertising:

- Customer Relationship Marketing
- Web Design & Frontend Dev
- Social Media
- E-commerce
- Entertainment
- Digital Marketing and Strategy

Banking

- International Payments
- Personal Loans
- Investments
- Merchants

AI

- GenAI
- Prompt Engineering

SKILLSET

- Customer Experience
- Product Design
- Atomic Design Principles
- Experience Design Strategy
- Design Operations
- Design Sprint Planning
- Systems Thinking
- Facilitation
- Business Relationship Management
- Prompt Engineering
- Analytical Thinking

TOOLKIT

- Adobe CC
- Figma
- Microsoft 365
- Jira
- Trello

EDUCATION

- Masters UX/UI Design • 2025
- Digital Marketing Diploma • 2016

CERTIFICATES

- Salesforce Ranger • 2022
- SAFe Scrum Master • 2020
- Accredited Customer Experience Master ACXM • 2019
- Scrum Master • 2017
- Full-stack Developer 2016

PROFILE SUMMARY

A visionary and strategic design leader with over 30 years of experience shaping world-class digital experiences and driving business growth through human-centred design. Proven ability to operate at a strategic level, acting as a key partner and deputy to senior executives. An expert in building and scaling high-performing design teams, establishing enterprise-wide design systems, and championing a culture of innovation. Combines deep technical expertise with exceptional stakeholder management to translate complex business objectives into elegant, impactful, and commercially successful user experiences.

CORE COMPETENCIES

- **Strategic Design Leadership:**
Aligning CX/UX strategy with executive-level business goals.
- **Chief Experience Officer and Stakeholder Partnership:**
Advising and collaborating with C-suite and senior leadership.
- **Team Building and Mentorship:**
Recruiting, developing, and leading multidisciplinary design teams.
- **Design Systems and Governance:**
Architecting and implementing scalable design libraries and standards.
- **Enterprise CX Transformation:**
Leading large-scale design initiatives in complex domains like banking and finance.
- **Agile and SAFe Methodologies:**
Certified SAFe Scrum Master, driving efficient and collaborative delivery.
- **User Research and Insights:**
Translating qualitative and quantitative data into an actionable design strategy.
- **Business Acumen:**
13 years of experience as a Managing Director with full P&L responsibility.

PROFESSIONAL EXPERIENCE

Digital Consultant and User Experience Design Lead

iqbusiness • October 2017 • Present

Recruited as a senior design leader to provide strategic consulting and hands-on design leadership for enterprise-level clients, primarily in the banking sector. Responsible for growing the design practice, mentoring consultants, and leading mission-critical digital transformation projects from concept to execution.

KEY ACHIEVEMENTS & ENGAGEMENTS:

Nedbank | Global Payments Platform (4+ Years):

- Directed a multi-year strategic design initiative for Nedbank's Global Payments division, leading a team to overhaul the user experience for remittance, outgoing, and internal staff payment platforms.
- Served as the lead design authority and hands-on expert, shaping product concepts and ensuring execution quality across all digital touchpoints.
- Championed a customer-centric culture by facilitating design thinking workshops with key stakeholders, aligning product roadmaps with user needs and business objectives.

TESTIMONIALS

Nadene Brokensha - Nedbank

"Lara has been a superstar throughout the time I've worked with her. She has always gone above and beyond in making sure projects ship and ship in the right quality."

Cathy Crous - Nedbank Executive
Forex and Global

Lara has excellent knowledge, and experience, and has added immense value to the Forex Business Digital Transformation Journey. Lara is an excellent Team Player and is always willing to assist, help and support her colleagues and team members. Her calm demeanour and professional approach have been refreshing through many pressurised phases of delivery.

LINKS

 [LinkedIn](#)

DEMOGRAPHICS

Gender: Female

Race: White

Disability: None

Standard Bank | Corporate & Investment Banking (CIB) Design System:

- Architected and led the development of a new Figma-based design system from the ground up to support the rebranding of the CIB platform.
- Established a scalable component library and templates, creating a single source of truth that enhanced design consistency, improved collaboration, and significantly accelerated development cycles for all CIB designers.

Nedbank | Homeloans Online Application:

- Spearheaded the complete redesign of a 108-page legacy home loan application, leading the team through heuristic evaluation, competitor analysis, user testing, and high-fidelity prototyping.
- Collaborated directly with Product Owners and Business Analysts to redefine requirements, resulting in a streamlined, user-friendly digital journey.

Harambee | Youth Employment Platform:

- Provided strategic design leadership for a critical youth employment platform, guiding the UX/UI strategy to improve pathways for young job seekers.
- Conducted in-depth user research and journey mapping to understand the unique challenges faced by unemployed youth, translating insights into a more accessible and empowering digital experience.
- Partnered with Harambee's leadership to align the digital product with their core mission, ensuring the design supported key metrics for user engagement and successful job placements.

Absa Bank | Branch & ATM Geo-Location App:

- Led the UX/UI design for a critical internal tool, conducting user research with infrastructure teams to define requirements and create an application that improved operational efficiency for managing branch and ATM data.

Managing Director | The Ad Factory | May 2004 – Jun 2017

- Founded and scaled a full-service digital agency, holding complete P&L responsibility. Directed a team in delivering comprehensive solutions, including brand strategy, digital marketing (PPC), UX/UI, and custom web/mobile development for a diverse client portfolio. Successfully grew the business for 13 years before a strategic exit.

Art Director | Wunderman | Jan 1999 – Dec 2003

Art Director | OgilvyOne | Jan 1996 – Dec 1998

- Conceptualised and art-directed integrated campaigns for major brands, including CRM programs, TV advertisements, and digital initiatives. Gained foundational experience in client presentation, team collaboration, and delivering high-stakes creative work in a fast-paced agency environment.

Photoscan | DTP Operator | Jan 1992 – Dec 1999

- Magazine layouts; magazine adverts; Colour correcting; Scanning images and understanding printing processes.