

MELISSA DIANE SMITH

Transforming complex business challenges into innovative, user-centred technology solutions through Business Analysis, Digital Transformation, AI, and UX Strategy.



CONTACT



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QUALIFICATIONS

University of Pretoria: 2013

BA (HONS) Fine Art

Udemy:

BA Masterclass, Renewed: 2023

UI/UX Design, Renewed: Currently

SAPICS: 2022

Principals of Inventory Management & Production (PPIM)

UC Davis: 2018 (Renewed 2023)

Google SEO

Art Therapy Academy: 2016

Art Therapist

CORE COMPETENCIES

Business Analysis

Digital Transformation

Process Optimisation

AI Enablement

Requirements Gathering

UX/UI Strategy

Stakeholder Engagement

Agile Delivery

Change Management

Process Automation

Systems Analysis

Product Design

Risk Assessment

User Research

SaaS Solutions

PROFESSIONAL SUMMARY



Senior Business Analyst and Digital Transformation professional with extensive experience delivering business-focused technology solutions across the insurance, education, digital media, and software industries. Proven ability to bridge the gap between business and technology by combining expertise in business analysis, systems innovation, UX/UI design, AI implementation, process optimisation, and stakeholder engagement. Skilled at translating complex business requirements into intuitive, user-centred solutions that improve operational efficiency, streamline processes, and drive organisational growth. A collaborative leader with experience working alongside Executive Leadership, cross-functional teams, and software developers to deliver strategic initiatives that create measurable business value.

CAREER HIGHLIGHTS



Reduced insurance quotation turnaround by 70%, cutting quote generation from 45 minutes to just 12–15 minutes by leading the implementation of a digital quoting solution.

Increased customer retention by 20–25% through the implementation of an integrated WhatsApp engagement platform that improved response times, client communication, and sales opportunities.

Implemented a company-wide Order Requisition Management System, replacing manual spreadsheet processes with a streamlined digital workflow that simplified procurement and annual budget planning.

Spearheaded digital transformation initiatives by implementing AI-driven solutions, process automation, and innovative systems that improved operational efficiency across the business.

Led cross-functional teams and partnered with Executive Leadership (EXCO), C-suite stakeholders, and software developers to deliver strategic business and technology solutions.

Modernised core business systems, redesigning workflows and improving software usability to enhance advisor productivity and user experience.

Optimised business processes through business analysis, requirements gathering, workflow redesign, and automation to improve operational performance.

Delivered innovative SaaS platforms and digital solutions by bridging business requirements with user-centred design and technical implementation.

EXPERIENCE



Senior Business Analyst & Systems & Innovation Manager **Bsure 2023 - Present**

Lead business analysis and digital transformation initiatives by gathering and documenting business requirements, conducting user research, analysing stakeholder needs, and translating complex business objectives into scalable technology solutions.

Drive process optimisation and automation through business process mapping, workflow analysis, AI solution implementation, and continuous improvement initiatives that enhance operational efficiency and user experience.

Design intuitive SaaS system interfaces using wireframes, prototypes, user flows, responsive design principles, interaction design, and visual identity best practices to improve usability and adoption.

Partner closely with Executive Leadership (EXCO), C-suite stakeholders, business units, and software development teams to scope projects, present solution proposals, manage stakeholder expectations, and ensure successful delivery of strategic initiatives.

Produce Business Requirements Documents (BRDs), functional specifications, scoping documentation, and project artefacts while supporting Agile delivery, change management, testing, risk assessment, and solution validation throughout the software development lifecycle.

Facilitate cross-functional collaboration between technical and business teams, leveraging data analysis, stakeholder engagement, and project support to deliver innovative, customer-centric solutions aligned with organisational objectives.

TECHNICAL TOOLS

Figma, Adobe CS, Storyline,

Moodle, WordPress

HTML, CSS, JavaScript

Google Analytics



EXPERIENCE

SYSPRO Corporate 2021 - 2023

Led the end-to-end design, development, and delivery of engaging digital learning solutions, managing multiple projects using Agile and Scrum methodologies while collaborating with cross-functional stakeholders.

Designed and developed interactive eLearning content, storyboards, and multimedia learning experiences using Storyline, dynamic media, animations, GIFs, voice-over, and video production to enhance learner engagement and knowledge retention.

Managed Learning Management Systems (LMS), course deployment, learner administration, and ongoing content maintenance to ensure an effective and seamless learning experience.

Produced high-quality instructional content, presentations, and learning concepts, translating complex information into engaging, learner-centred training materials aligned with business objectives.

Supported digital learning initiatives through HTML coding, xMetal authoring, Shopify store management, and SEO and Google Analytics to optimise online learning platforms and content performance.

Managed client and customer relationships by responding to queries, gathering requirements, presenting concepts, and ensuring learning solutions met stakeholder expectations and organisational goals.

Business Owner

Melissa Diane Consulting 2018 - 2023

Led multidisciplinary digital design projects from concept through delivery, managing freelance designers, coordinating project timelines, and applying Agile and Scrum methodologies to ensure high-quality outcomes.

Designed intuitive SaaS applications, websites, and eCommerce platforms by combining UI/UX design, front-end web development, business analysis, predictive analytics, and user-centred design principles to create engaging digital experiences.

Developed and maintained corporate branding and visual identities, including logo design, iconography, graphics, print and digital layouts, marketing collateral, and multimedia assets that strengthened brand consistency across platforms.

Designed, developed, and deployed interactive eLearning solutions using Moodle, Learning Management Systems (LMS), Storyline, dynamic media, storyboarding, animations, GIFs, voice-over production, and engaging instructional content.

Managed website development and optimisation using WordPress, HTML, CSS, JavaScript, DNS management, search engine optimisation (SEO), Google Ads, and online marketing strategies to improve digital visibility and user engagement.

Partnered with clients to gather requirements, present concepts, manage stakeholder relationships, and oversee project delivery while producing high-quality content, videography, multimedia assets, and innovative digital solutions aligned with business objectives.

Lead Videographer & Media Productions

Alphonse Island Seychelles 2017 - 2018

Produced high-quality multimedia content including videography, photography, media productions, news reports, and digital content to support brand awareness, marketing campaigns, and corporate communications.

Managed social media platforms and executed content marketing strategies, including weekly blog creation, content editing, and audience engagement to strengthen the organisation's digital presence.

Collaborated directly with the Managing Director to develop and implement media, marketing, and communication strategies aligned with business objectives and brand identity.

Designed creative assets for both digital and print media, ensuring consistent branding across marketing materials, publications, and promotional campaigns.

Assisted with professional photography projects alongside renowned photographer Anthony Grote, gaining experience in commercial photography, visual storytelling, and post-production workflows.

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EXPERIENCE



Art Events Coordinator & Company Manager

Cocktails & Canvas: 2014 - 2017

Managed the company's day-to-day operations, including sourcing new private and corporate clients, preparing quotations, overseeing administrative processes, and maintaining strong customer relationships.

Developed creative marketing and advertising materials, including catalogues, posters, business cards, and promotional content, ensuring consistent brand presentation across digital and print platforms.

Managed company websites and social media platforms, creating engaging content and implementing marketing initiatives to enhance online presence and audience engagement.

Planned and delivered private and corporate art workshops and instructional sessions, adapting content to diverse audiences while fostering creativity and client satisfaction.

Produced multimedia marketing content, including videography and digital assets, to support promotional campaigns, events, and brand awareness initiatives.



Instructional & Graphic Designer

EPI-USE: 2016

Delivered freelance graphic design and multimedia solutions for a variety of clients, supporting projects from initial concept through to final delivery.

Designed engaging visual communications and digital assets while developing creative concepts tailored to client requirements and project objectives.

Presented innovative media solutions and design concepts to clients, incorporating feedback to produce high-quality deliverables aligned with business goals.

Applied instructional design principles to develop learner-focused content and digital learning materials that balanced visual design with effective knowledge transfer.



Grade 10-12 Teacher & Campus Manager

Odyssey Academy: 2016 - 2017

Planned and delivered engaging Geography and History lessons for Grade 10–12 learners, developing curriculum-aligned learning materials and fostering an inclusive, high-performance learning environment.

Managed campus operations as second-in-command to the Principal, supporting staff leadership, operational planning, student management, and the day-to-day administration of the school.

Coordinated academic and administrative initiatives, ensuring effective communication between staff, learners, and parents while maintaining high educational and operational standards.

Mentored students and staff, demonstrating strong leadership, organisational, problem-solving, and stakeholder management skills within a fast-paced educational environment.



Head Layout Artist and Senior Graphic Designer

Sarane Publishers: 2014 - 2016

Led the design, layout, and editorial production of a 72-page bilingual (English and Afrikaans) magazine, ensuring high-quality publication standards from concept through to print.

Managed page layout, desktop publishing (DTP), editing, and visual composition, creating engaging and reader-friendly publication designs within production deadlines.

Contributed creative ideas, researched and developed article concepts, and collaborated with editorial teams to produce compelling content and visually impactful publications.

Designed marketing and promotional materials that supported publication distribution and audience engagement while maintaining consistent brand identity.

Produced illustrations and graphics for children's books, combining creative design principles with visual storytelling to create engaging educational content.

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