

Jason Chibanda

UI/UX Designer

About me

I'm a UX Designer with six years of experience at the BBC, with a proven record of delivering end-to-end design and research across products including Sounds, Weather, News and Sport. I specialise in crafting user-centred, accessible digital experiences that balance user needs with business objectives.

Working within agile, cross-functional teams, I collaborate closely with engineers, product managers, and stakeholders to design clear, data-informed solutions. My strengths include rapid prototyping, journey mapping, high-fidelity UI design, and facilitating collaborative ideation workshops. I also lead user research and usability testing to drive iterative improvements and measurable outcomes.

I thrive in complex environments, adapt quickly to feedback, and bring a pragmatic, user-first mindset to every project. I'm proficient in Figma, Miro, UserZoom, Jira, and Adobe Creative Suite, using these tools to deliver cohesive designs that align with design system standards and enhance overall usability.

Experience

Company: BBC

Role: UX Designer in Elections team & Growth

Year: 2019 – Current

- Owned end-to-end UX and UI design for major digital products across BBC Live, Sport, News and Elections 2026 from discovery to delivery, operating within cross-functional agile teams comprising of engineers, product managers, editorial, marketing, researchers and accessibility.
- Led requirements gathering, briefing, user-journey mapping and user centered design activities across web and mobile, identifying user pain points and business needs to define clear problem statements and inform product direction.
- Designed wireframes, interactive prototypes and high-fidelity UI mock-ups for responsive platforms, ensuring consistency with design system standards and scalable component reuse.
- Facilitated ideation workshops and sprint planning sessions with diverse stakeholders, aligning teams around user goals and business outcomes.
- Collaborated closely with product and development teams to iterate designs based on feedback, technical constraints, editorial requirements, delivering solutions that balanced user needs with feasibility
- Contributed to and helped evolve internal design guidelines and component libraries, supporting design consistency across multiple products and improving cross-team collaboration and delivery efficiency.

Company: BBC

Role: User Experience Jr Researcher

Year: March 2020 – October 2023

- Led end-to-end UX research projects across BBC News, Sport and Sounds, delivering insights that informed product strategy and feature design.
- Conducted qualitative and quantitative studies, including usability testing, interviews, surveys and data analysis, to inform product direction.
- Managed external research partners, overseeing recruitment, compliance and timely delivery of high-quality insights.
- Presented findings to senior stakeholders, influencing roadmaps and feature prioritisation.

Contact me

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Tools

- Miro, Figma, XD, Sketch
- UserZoom
- Jira, Confluence
- Knowledge of HTML & CSS
- Design systems experience (Storybook, component libraries)
- Slack, Microsoft Teams, Zoom

Skills

- UX/UI Design
- Stakeholder Management
- Problem solving
- Workshop Facilitation
- Design research
- A/B testing
- Service Design

Achievements

Nominated for the TIGA Games Awards (2022) *HH Game* Recognised for creative and design contribution to the nominated title.

Winner of the BBC Hackathon (2023)
Led a multidisciplinary team to develop an innovative concept that won first place.

Mentored three students into full-time roles
Supported aspiring designers and researchers who have since secured UX/UI positions in industry.