

Lerato Rabotapi

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Product strategist and Product Designer specialising in digital wallets and payment ecosystems. Experienced in scaling mass market fintech products, partner platforms, and revenue driving customer journeys.

Experience

Vodacom, VodaPay Senior Product Specialist

Oct 2025 - Present

- Own customer experience strategy for VodaPay wallet, lending, and ecommerce journeys.
- Shape roadmap decisions through customer insight, performance data, and market analysis.
- Partner with engineering, commercial, and risk teams to deliver scalable fintech products.

MTN, Mobile Money Senior Product Designer

Aug 2023 - Sep 2025

- Led mobile first wallet strategy driving 2,700 new users in 24 hours versus 1,000 in 6 months on USSD.
- Owned virtual card product in partnership with Mastercard, defining customer journeys, API integration approach, and regulatory compliant flows.
- Built engagement framework using push notifications, increasing active usage by 35 percent.
- Supported B2B wallet platform onboarding 50 plus partners across retail, utilities, and government.

Standard Bank Group Product Designer

Aug 2022 - Aug 2023

- Acted as product owner for Business Banking digital portfolio serving 200K plus SME customers.
- Defined product priorities, partner integrations, and experience improvements.
- Drove 40 percent increase in mobile adoption through mobile first strategy shift.

Sanlam (Indie) Product Designer

Feb 2020 - July 2022

- Led user research and insight synthesis informing digital insurance strategy.
- Delivered journey improvements reducing telephonic sales call time by 25 percent.

Education

UX Design – University of Cambridge ICE

Product Design Diploma – Academy of Digital Arts

Front-End Dev – HyperroinDev

Key Competencies

Strategic Innovation

Product vision & roadmaps, market opportunity identification, embedded finance models, monetization strategy, competitive positioning, new revenue stream development

Strategic Innovation

User research synthesis, behavioral insights, usability testing, journey mapping, wireframing, prototyping, design systems architecture, accessibility standards, mobile-first design

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Product vision & roadmaps, market opportunity identification, embedded finance models, monetization strategy, competitive positioning, new revenue stream development

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