About Us

She Can Do is a Female-owned Level 2 B-BBEEE non-profit organisation.

Our mission is to create experimental and safe spaces for our members to achieve their career goals through a programs designed by and for designers.

Our vision is to build a community that enables a highly-skilled, diverse and fair design industry in South Africa.

Our impact

51+ women

Participation in our programs

Since registering in 2019, we've worked with many women through our volunteering and training program.

Average growth of 20 per year.

200+ skills

New skills gained

Our programs teach various skills needed to enter or succeed in the design industry. We focus on skills related to research, design, design tools, teamwork and client soft skills and leadership.

67% hired

New jobs and promotions

Our favourite moments are those when our members have received promotions or offers due to their new skills gained with She Can Do.

How can you support us?

And how will you benefit?

Benefits for all Sponsorship Type

Attach your brand to an empowering cause that upskills women in human-centred design skills

Get access to our recruitment pool and get to know the talented women in our community

Support an all-female run and B-BBEE Level 2 organisation that emphasises diversity.

Receive tax benefits by sponsoring: we are registered as a PBO which means that donations made are deductible from the donor's tax liability in terms of section 18 of the ITA

Our financial costs

Operational costs:

Accounting and finance-related costs: **R15 000**

Figma Professional for the core team: **R19 000**

Volunteer costs:

Figma licenses for 20 seats: **R60 000**

Data costs for learners: **R27 000**

Workshops and events: **R18 000**

Speaker incentives: **R4 000**

✓ **Co-Branding opportunities**

✓ **Eligible for Tax Benefits**

✓ **Access to network for recruitment purposes**

More about us

Programmes and success stories

Meet the team

Inez Patel:

Inez is a product designer and leader with expertise in the financial services industry. She built her career specialising in UX, customer research, and strategy at EOH, 22Seven and the Vitality Group. Over time, Inez developed a passion for community building, design leadership and creating high-performing teams. She is currently the Design Director for Absa's award-winning banking app.

Kate van Niekerk:

Kate has a background in anthropology and social justice. She worked her way through several industries before finding her place in UX, and has always strongly believed in the power of design to create social change and improve lives. Kate is currently Head of UX Research at MakeReign, a digital design agency.

Masetshaba Motshekga:

Masetshaba is a UX Research Manager for Live TV and SVOD content streaming apps. She is passionate about serving people and solving problems that improve a user's experience in the job they intend to do. She spends her time talking to customers to collect data to influence business decisions and direction.

Why do we exist?

Globally and locally, women are underrepresented in positions of design leadership. **Women in South Africa** specifically are impacted by a lack of mentorship and female role models, and institutionalised gender discrimination in the workplace.

We formed She Can Do to address these disparities and to build a community that enables highly-skilled, diverse and fair design industry in South Africa.
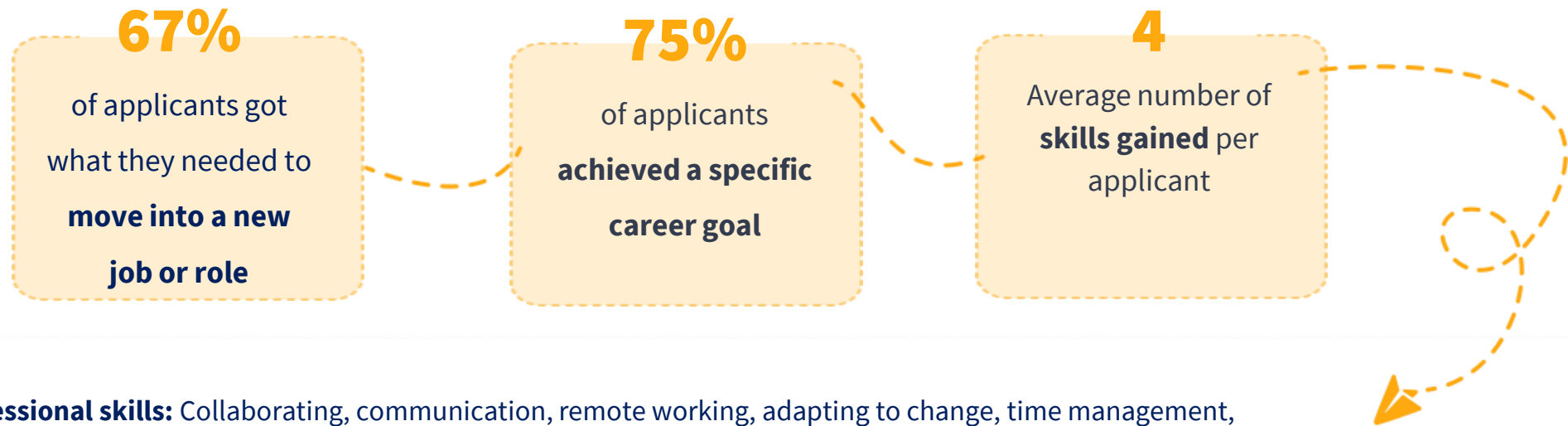
Our community empowers and supports women at any stage in their design careers. Through events, mentoring initiatives, and most recently our training programme, we have been able to provide access to practical training and experience; and enable our members to share knowledge and skills amongst one another.

Training Program

A 6 month program aimed at providing junior/new designers with the skills and experience needed to enter the design industry.

The learners are guided through a design-thinking process to redesign the website of a real life client. Learning both the technical and theoretical aspects of design, while applying to a real life scenario.

67%
of applicants got what they needed to **move into a new job or role**

75%
of applicants **achieved a specific career goal**

4
Average number of **skills gained** per applicant

Professional skills: Collaborating, communication, remote working, adapting to change, time management, project management, workshop facilitation and networking

Research skills: Preparing for and conducting usability tests (moderated and unmoderated), conducting interviews, understanding of continuous research, applying different research methodologies, understanding and making sense of insights

Design skills: Brainstorming, design thinking, content creation, ideation, wireframing, prototyping, UX writing, UI skills and accessibility design

Design tools: Figma and Miro

Design leadership: Leadership, mentoring, team building, teaching, managing conflict and managing people
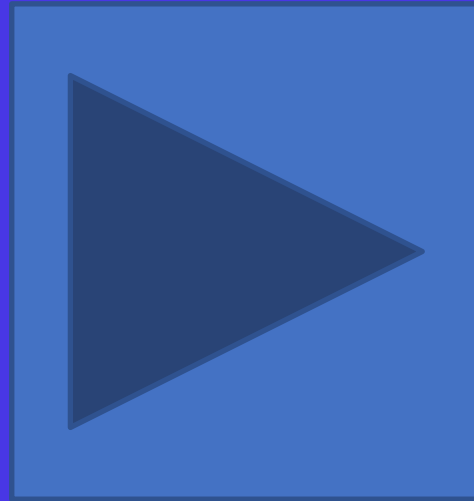
Events:

Industry Events

Our workshops are known for their expert speakers, well-curated content and interactive learning methods.

Average attendance: 30 - 40 designers

Click to play video

She Can Do

We look forward to partnering with you!

Thank you.

Contact our team to discuss further:

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She Can Do UXDesign