

Name: Ryszard Moscicki

Position: Technical Project Manager - Product Manager - Account Manager

Experience: 10 years

(4 years in development and 5 years in Technical Project Management and Team Leadership)

Qualifications: Scrum Certified since 2020 and renewed in 2024

Date of birth: 1996-04-24

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Creative Website CV (Recommended): <https://rysiu.moscicki.co.za/>

Career Summary

My career began as a front-end developer, where I honed skills in web development and UI/UX. I expanded my expertise to include project and account management, as well as digital marketing with a focus on SEO. I'm passionate about orchestrating digital success by fostering agile teams, nurturing a self-managed culture, and placing people at the heart of delivery.

Web Development Project Manager

DOE Media – Aug 2025 – Present (7 months)

Description: Led end-to-end delivery of e-commerce and Shopify projects, coordinating designers, developers, and stakeholders. Owned project planning, scope, timelines, and QA while ensuring high-quality execution aligned with UX, CRO, and web best practices.

Key Responsibilities

- Led end-to-end Shopify and ecommerce projects **focused on CRO, UX, and conversion performance**
- Managed **project scope, timelines, resourcing**, and delivery across multiple initiatives
- Performed **CRO and UX audits** across navigation, PDPs, carts, and checkout
- Turned CRO insights and client goals into clear Jira tickets and optimisation roadmaps
- **Coordinated designers, developers**, CRO specialists, and QA teams
- **QA'd deliverables** against CRO best practices, accessibility, and performance standards
- **Managed client communication and reporting** on CRO priorities and impact
- Analysed funnels and ecommerce metrics to guide iteration and improvement
- Resolved risks, blockers, and dependencies to maintain delivery momentum
- Reprioritised team capacity to support urgent and high-impact releases

Highlights

- Delivered high-traffic Shopify stores with a strong focus on scalability and conversion rate optimisation (CRO)
- Consistently upsold additional development work through fast turnaround and high-quality delivery, converting clients into long-term partners

- Implemented tools such as Better Proposals and Marker.io to streamline workflows and improve collaboration
 - Integrated systems to establish a clear feedback loop between customer support and Jira ticketing
 - Restructured development project management processes into a reusable template adopted by other PMs
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Team Lead | Technical Project Manager

The Ethical Agency – March 2024 - Aug 2025 (1 yr 7 mos)

Description: At The Ethical Agency, I lead the development department, overseeing project delivery, refining workflows, and introducing tools that drive operational efficiency. I also manage client accounts, providing strategic consultation to help clients maximise development outcomes and align budgets with their digital goals.

Key Responsibilities

- Directed end-to-end project planning and execution aligned with client objectives
- Created detailed scopes, defined deliverables, and managed timelines and resources
- Led the definition of technical requirements, collaborating directly with clients to create low-fidelity wireframes and functional outlines for the dev team
- Led cross-functional teams across design, development, and digital marketing
- Served as strategic advisor on UX/UI, SEO, and web standards
- Conducted stakeholder meetings, communicated progress, and managed expectations
- Streamlined development workflows for consistent, high-quality outcomes
- Introduced risk mitigation plans to ensure on-time, on-budget delivery
- Maintained control over budgets and resources to meet financial targets
- Facilitated Agile practices: sprint planning, daily stand-ups, retrospectives
- Mentored team members and embedded a culture of knowledge sharing
- Identified upsell opportunities, extending services across development and marketing
- Hired and onboarded developers, expanding technical capabilities

Highlights

- Executed 11 major web development projects from start to end (Between 200 and 500 hours per project)
- Manage multiple stakeholders (Actively servicing 20+ clients monthly)
- Successfully delivered three of the agency's most complex projects:
 - *The MBS Group* – B Corp-certified executive search and leadership advisory firm
 - *Digital Opportunity Trust* – 12-site multisite platform with dynamic content and translations
 - *Amazon Zola* – Data-driven website pulling from a building management system
- Increased profitability across projects by refining scoping and cost estimation
- Optimised website development budgets by refining the SDLC process and accurately estimating project hours, reducing budget overruns.
- Spread development teams to work in parallel, accelerating timelines for the UK site launch

- Established weekly dev meetings and documentation to standardise internal practices
- Recovered two at-risk projects by restructuring remaining budgets and regaining client trust
- Streamlined hosting with a 100% renewable energy provider, reducing overheads
- Enhanced collaboration with the Design Team for better dev-design integration
- Converted dev-only clients into full-service accounts through proactive support and upselling
- Pushed for UI improvements to elevate user experience across client sites

Digital Project Manager & Scrum Master

Metisware — *March 2020 – September 2023 (3 yrs 7 mos)*

Reference: Natasha Bester | natasha@metisware.com

Description: I led the Virtual Learning department, delivering eLearning platforms, content studios, and reporting tools to clients such as Henley Business School and Tsiba. As Scrum Master, I managed complex builds, including an 18-month system overhaul for the UCT Graduate School of Business.

Key Responsibilities

- Managed eLearning and website projects for top-tier educational institutions
- Led Agile delivery for UCT GSB's student and course management systems
- Directed the development of Moodle platforms and a proprietary CMS
- Oversaw a multidisciplinary team of developers, designers, and studio staff
- Worked with stakeholders to define objectives, requirements, and deliverables
- Developed workflows for design, dev, and content teams, driving efficiency
- Acted as account manager, growing client accounts through service expansion
- Created detailed briefs for tech and creative teams to ensure clarity
- Conducted sprint reviews, retrospectives, and backlog grooming
- Monitored project KPIs and handled performance reviews and hiring

Highlights

- Delivered UCT GSB's new student system and managed an ASP.NET CMS build
- Conducted Monday.com training for Henley staff to improve internal project tracking
- Scaled team from 3 to 6 during COVID with significant revenue growth
- Planned and delivered two purpose-built studios for e-learning content production

Front-End Developer

Enovation Agency — *April 2018 – March 2020 (2 yrs)*

Reference: Carel Oosthuizen — 071 557 6106

Description: I designed and developed responsive websites for clients in diverse industries, including wine estates, architecture, and music. In my final year, I worked closely with the Creative Director and mentored a junior developer.

Key Responsibilities

- Developed custom WordPress sites using Bootstrap, ACF, and JavaScript
 - Built bespoke themes and plugins, focusing on performance and SEO
 - Collaborated with designers and writers to deliver cohesive solutions
 - Managed multiple web projects, handling timelines and client communications
 - Presented concepts, prototypes, and final outputs to stakeholders
 - Created wireframes in Figma and designed assets in Adobe Suite
 - Integrated interactive elements using JavaScript
 - Ensured mobile responsiveness and cross-browser compatibility
 - Delivered training and post-launch support to clients
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Junior Front-End Developer

Brandability — September 2016 – March 2018 (1 yr 7 mos)

Reference: JP Schoon — 071 557 6106

Description

I supported the development of e-commerce platforms and gained early exposure to collaborative, cross-functional projects. My role balanced development tasks with marketing collaboration.

Key Responsibilities

- Translated UI designs into responsive HTML, CSS, and JavaScript
- Built front-end features for a large e-commerce platform
- Designed assets in Adobe Suite for use across marketing channels
- Supported A/B testing and performance optimisation
- Managed email campaigns via Mailchimp
- Participated in project planning and team updates