

Background

I have over 12 years of working experience in the design industry. From digital advertising, augmented reality to fintech. I've worked solo, in a team, and managed a design team. I have a broad range of skills and knowledge from different design sectors and industries.

My main passion is creating user experiences that solve problems and get results. I don't just want to flex my creative biceps to create pretty designs that you find littered all over Dribbble or Pinterest. I'm here to solve problems that cater to the client's needs and not just my own ego.

Education

2-year Multimedia & Design diploma course with an optional 3rd year. I got a design job during my second year, so I thought real-life work would be more beneficial than studying an extra year. A decision I would never regret.

Work Skills

Wireframing and UI
Prototyping
Information Architecture
UX research
HTML/CSS
User Journey Mapping
User Testing

Toolbox

Adobe XD
Adobe Illustrator
Adobe Photoshop
Figma
Sketch
Invision
Miro

Location

Cape Town, South Africa
(In the process of moving to the UK)

Passport

UK Passport

My Strengths (GALLUP Assessment)

Harmony Achiever
Focus Responsibility
Individualization,

Work Experience

2018 - Present - Velocity Trade - Lead UI/UX Designer

I am responsible for the look and feel of all the web products, but most importantly of all, the user experience. I aim to make the experience of Velocity's products as smooth as possible, and with quite a mature user base, it's a great challenge. I have developed a deep understanding of the business and its customers (investors, traders, and fund managers) and their needs. Sometimes I get hands-on with the front-end development from time to time, which helps build a good relationship with the developers.

2016 - 2018 - Net Media Planet - Lead UI Designer

I was responsible for designing fully responsive websites, I also created wireframes and did a bit of UX when required. I had the opportunity to work on some augmented reality projects for Online Tuesday, as well as the IAB Bookmark Awards 2017. I also worked on display ads, which involved creating HTML 5 banners in Google Web Designer.

2013 - 2016 - Worldwide Creative - Head of Design

Working as a Senior Digital Designer and then promoted to head of design, I worked on numerous brands, designing fully responsive websites and working on creative marketing campaigns. I managed a small team of designers and made sure the work was of a consistent quality and completed on time. I also worked very closely with php developers and used my front end development knowledge and experience when handing over the signed off designs.

2010-2013 - Property24 - Design and Front End Development

I worked as an in-house designer and front end developer and was responsible for the redesign of their website, as well as numerous white labels for clients such as Pam Golding, Remax and Seef. I worked with a large team of .net developers and was responsible for the front end development which included HTML and CSS as well as some basic Javascript. I also worked on their marketing media such as email newsletters and brochures.

2008-2010 - Mac Brothers - Design and Front End Development

Started working during my second year of college. I worked as an inhouse designer, redesigning their website and catalogues and other marketing content.

