

THANDEKA LAKA

UX/UI DESIGNER

www.artofdeka.co.za

artofdeka@gmail.com

072 904 9107

WORK EXPERIENCE

POSITION	UX/UI Designer	
EMPLOYER	Absa	2022 - Present
RESPONSIBILITIES	<p>Collaborate with other designers, process engineers, business analysts and stakeholders to identify user needs, design goals, and product requirements to deliver design solutions.</p> <p>Conduct user research and usability testing to iterate and improve upon designs. Work closely with developers, solution analysts and architects to ensure design fidelity & successful implementation.</p>	
POSITION	UX/UI Design Consultant	
EMPLOYER	Owethu Managed Services	2022 - Present
RESPONSIBILITIES	<p>Develop user personas, user journeys and visual assets to inform design decisions, validate user flows, and align with brand guidelines.</p> <p>Stay up-to-date with industry trends & best practices in UX/UI design. Contribute to the development and maintenance of design systems, style guides, and design patterns.</p>	
POSITION	UX/UI, Digital Designer	
EMPLOYER	Primedia Broadcasting	2013 - 2022
RESPONSIBILITIES	<p>Contributed efforts to foster alignment amongst design team to initiate a working culture focused on enhancing user experience.</p> <p>Design user interfaces and visual assets that align with brand guidelines and elevate the user experience.</p>	
POSITION	Art Director/3D Animator	
EMPLOYER	BrandEmotion	2011 - 2013
RESPONSIBILITIES	Developed the company's brand style guide and corporate identity,	
POSITION	Digital Designer	
EMPLOYER	Upstream Advertising, Telesure Holdings	2009 - 2011
RESPONSIBILITIES	Worked with cross-functional teams to take ideas from concept to execution and visual assets that aligned with brand guidelines.	

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POSITION	3D Animator	
EMPLOYER	Anamazing Workshop	2007 - 2009
RESPONSIBILITIES	Part of the character animation teams that produced 3D animated short films. Other duties involved modelling, rigging, texturing, etc.	

EDUCATION

INSTITUTION	Trailhead	2022 - Present
QUALIFICATION	Salesforce Expeditioner , with 37, 850 points and 58 badges	
INSTITUTION	Interaction Design Foundation	2017 - 2022
QUALIFICATION	UX Design, Design Thinking, Human-Computer Interaction, Gestalt Psychology, Web Design for Usability, UI Patterns for Successful Software.	
INSTITUTION	Tshwane University of Technology	2003 - 2005
HONOURS, AWARDS:	Best Overall Achievement in Multi Media Studies 3rd year	
QUALIFICATION	Multimedia Studies (NDP)	
SKILLS	UX & UI Design, Interaction Design, HTML, CSS, jQuery, Javascript, Usability Testing, User Journey Mapping, Heuristic Evaluation, Information Architecture, Task Analysis, Content Analysis, Personas, Wireframes, Competitive Analysis, Experience Maps, Mental Models, Task Models, Storyboarding, User Research and User Interviews.	
IDEOLOGY	I create meaningful experiences through user-centred design. I embrace challenges and I'm always looking to learn something new. I'm self-driven, ambitious, delivery-focused and adaptable to the task. I'm interested in generating innovative ideas that solve complex, ill-defined problems.	