

# THANDEKA LAKA

DIGITAL DESIGNER | WEB DESIGNER | UX DESIGNER

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## WORK EXPERIENCE

### Web & Digital Designer

Primedia Broadcasting  
Jun 2013 - Present

Lead designer on the 947 Brand. Led design on Nedbank Business Ignite, Standard Bank Africa Connected, Momentum 947 Cycle Challenge and Huawei Joburg Day. Responsible for ensuring correct application of CI across the brands, motivate for improved customer service communications and adherence to processes, around new design work and quality control.

Contribute efforts to create alignment amongst team to innitiate a working culture based on customer needs, so all work is focused on creating a holistic & sustained customer value. Advocate to internal stakeholders about the importance of UX design. Mentor interns and junior designers.

### Web Designer/3D Animator

BrandEmotion  
Oct 2011 - May 2013

Responsible for graphic design, visual design and front-end dev. Designed the company's style guide and corporate identity, developed components that focused on a design system that ensured a unified language across desktop and mobile for consistent communication.

### Graphic Designer

Upstream Advertising  
Apr 2009 - Sep 2011

Led design on Auto&General and AA Insurance brands. Created banner ads, mailers, newsletters micro-sites, webpages, print collateral and signage. Provided support on Hippo, Dial Direct, 1Life, Budget Insurance and 1st for Women.

### 3D Animator

Anamazing Workshop  
Jan 2007 - Mar 2009

Reporting to a lead animator. Part of the 3D character animation teams on "Liewe-Heksie" and "Bhovas & Sam" short films, responsible for character animation, modeling, rigging, texturing, lighting, rendering and compositing.

## EDUCATION

### Interaction Design Foundation

2017 - Present

UX Design, Design Thinking, Human-Computer Interaction, Gestalt Psychology, Web Design for Usability, UI Patterns for Successful Software.

### Multimedia Studies (NDP)

TUT (2003 - 2005)

### HONOURS, AWARDS:

Best Overall Achievement in Multi Media Studies third year

## SKILLS

Graphic Design, Interaction Design, Experience Design, Usability Testing, Information Architecture, HTML, CSS, JQuery, Javascript, User Research, Task Analysis, Heuristic Evaluation, Content Analysis, Personas, Scenarios, Wireframes, Competitive Analysis, Experience Maps, Surveys, Card Sorting, Mental Models, Task Models, User Journeys, Storyboarding, Task Flows and User Interviews.

## TALENTS

I'm focused on creating meaningful experiences through user-centered design. I embrace challenges and 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.