

THANDEKA LAKA

UX/UI DESIGNER | ART DIRECTOR | WEB DESIGNER

artofdeka@gmail.com
www.linkedin.com/in/thandekal/



WORK EXPERIENCE

UX/UI Designer

Absa Bank

Jun 2022 - Present

Designing the customer experience journey on ABSA's Digital Sales Platform.

UX/UI, Web Designer

Primedia Broadcasting

Jun 2013 - June 2022

Design lead at Primedia Broadcasting. 947 brand Custodian. Quality control - Ensure correct application of CI across brands & improved customer service and adherence to processes around new design work. Contributed efforts to foster alignment amongst team to initiate a working culture based on customer needs.

Art Director/3D Animator

BrandEmotion

Oct 2011 - May 2013

Responsible for graphic design, web design. Developed the company's brand style guide and corporate identity, focused on a design system that ensured a unified language across desktop and mobile for consistent communication.

Digital Designer

Upstream Advertising

Apr 2009 - Sep 2011

Design lead on Auto&General & AA Insurance brands. Responsible for the art direction across deliverables including banner ads, mailers, newsletters micro-sites and print collateral. Support designer on Hippo, Dial Direct, 1Life, Budget Insurance and 1st for Women.

3D Animator

Anamazing Workshop

Jan 2007 - Mar 2009

3D character animator on "Lieve-Heksie" and "Bhovas & Sam" 3D animated short films. I also did 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, HTML, CSS, JQuery, Javascript, Usability Testing, User Journeys Mapping, Heuristic Evaluation, Information Architecture, Task Analysis, Content Analysis, Personas, Wireframes, Competitive Analysis, Experience Maps, Mental Models, Task Models, Storyboarding, Task Flows, User Research and User Interviews.

TALENTS

I create meaningful experiences through user-centered 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.