



Hello, I'm
Darren Parenzee
The digital guy

Email: darren@darrendesigns.co.za
Cell Number: 079 937 2466

About Me

I am a digitally skilled and innovative individual. I love building products that have positive influences on users and that makes business sense. With a rich history in design and front-end development, coupled with my strategic thinking and product management skills, I am looking to help influence and grow the next product while learning new things myself.

Education

2017 - Present

Media Works

(NQF5) General Management & Leadership

2008 - 2010

Cape Peninsula University
of Technology

(NPD) Multimedia Technology

2006 - 2007

College of Cape Town

Certificate - Graphic Design

2004 - 2005

College of Cape Town

National Senior Certificate - Art and Design

2001 - 2003

The Settlers High School

Std 6 - Std 8

Work Experience

Company Name: Kagiso Innovation Office

Product Manager Apr 2017 - Present

As the product manager of Kagiso Innovation Office I report directly to the Chief Innovation Officer. If I could summarise my role, it would be this: "I lead developers and designers, as we create meaningful products and features that impact our users positively".

- Ideation is a big part of my job. I collect ideas, I manage them, I test them and refine them until they are ready to be shared.
- I identify customer needs/problems and translate them into solutions for the market segments.
- Wireframes is an important part of my job. I work closely with the designers and brand strategist and I always provide wireframes so that there is a clear understanding of what is expected from the product's interface and functionality.
- User flows are part of my tasks during the planning phases.
- Creating user stories is a vital part of my job as it helps the product team (designers and developers) understand what is required to launch a successful project. I prioritise user stories in "backlogs" and "to do" and offer guidance to the product team from start to finish.
- I am often communicating with stakeholders involved with the products. This entails managing stakeholders expectations by offering expert advice from a technology and innovations perspective.

Professional Skills

HTML
CSS
Bootstrap
SCSS
jQuery
User Interface Design
User Experience Design
Wire Framing
Prototypes
Product Management
Ideation

Toolkit

Sketch
Sublime Text
Github/Gitlab
Invision

- I work closely with the Chief Innovation Officer to build business cases for new products.
- I monitor products by checking analytics, customer reviews for our apps in the App Store and Play store. I also communicate with different people who run the products we build to hear any concerns. Part of monitoring the products is benchmarking the products against other apps and websites.
- I manage the product life cycle. I determines when actions are needed to upgrade, improve, revise or reposition products, or when actions are needed to revise product promotional programs and product pricing.
- When needed I also design User Interfaces and do Front-end development.

UI Designer Mar 2016 - Apr 2017

My responsibilities were: Manage the design process, come up with new product ideas, liaise with stakeholders, build prototypes, do front-end development.

Company Name: DarrenDesigns (Owner)

Web Designer Jul 2015 - Feb 2016

Company Name: Blackbird Group

Web Designer Nov 2014 - Jul 2015

Company Name: Spree.co.za

Web Designer Aug 2013 - Sep 2014

Company Name: CareerJunction

Web Designer Jun 2011 - Aug 2013

Company Name: 24.com

Design Intern Sep 2010 - Dec 2010