



Kimberley du Toit

UX LEAD | METRICS ANALYST | SENIOR DESIGNER
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PERSONAL PARTICULARS:

DATE OF BIRTH:	18 April 1992
NATIONALITY:	South African
VALID DRIVER'S LICENSE:	Yes
OWN TRANSPORT:	Yes
LANGUAGE PROFICIENCY:	English - fluent Afrikaans - competent
RESIDENCE:	Pretoria

ACADEMIC QUALIFICATIONS & ACHIEVEMENTS

2020	UCT GETSMARTER COURSE: UX DESIGN, WITH DISTINCTION
2018	OPEN WINDOW GRAPHIC DESIGN COURSES: PHOTOSHOP, ILLUSTRATOR, INDESIGN
2017	MA VISUAL STUDIES UNIVERSITY OF PRETORIA <ul style="list-style-type: none">– Master's degree topic focused on interfaces of PC games and the effects of these interfaces on users– Invitation to Golden Key International Honour Society
2015	BHONS VISUAL STUDIES, CUM LAUDE UNIVERSITY OF PRETORIA <ul style="list-style-type: none">– 1st Prize: Highest marks of any student enrolled for Honours degree– 1st Prize: Best dissertation of any student enrolled for Honours degree– Student Representative Council Academic Honorary colours and Certificate of merit
2014	BA VISUAL STUDIES, CUM LAUDE UNIVERSITY OF PRETORIA <ul style="list-style-type: none">– Heritage Association of South Africa Award: Best Cultural History student over three years– 1st Prize: Best third-year Cultural History student– 1st Prize: Best second-year Cultural History student– 3rd prize in the top three final year Visual Studies students– Student Representative Council Academic Honorary colours and Certificate of merit– 3 years of Marketing Management
2010	MATRICULATED, 4 DISTINCTIONS <ul style="list-style-type: none">– Academic colours– Cultural honours

IN-HOUSE E-LEARNING COURSES:

Business Acumen, Internet Marketing Fundamentals, Manager Management, Middle Management, Sales Fundamentals

CURRENT OCCUPATION:

UX LEAD

I produce high quality deliverables to streamline the user experience of an industry-leading online retailer. This process involves research, design and implementation of UX and UI solutions that meet the needs of users and business alike. I also use statistical analysis to quantify the effects of deployments for the purposes of generating ROI, improving performance of future projects, and optimising design and functionality. There is a strong element of project management in the position. I play a significant role in decision-making for the growth of the website as a whole, and synergise well with other departments such as Development and Marketing.

KEY COMPETENCIES:

- ◆ WEB DESIGN
- ◆ WEB MARKETING
- ◆ ADVERTISING
- ◆ LAYOUT DESIGN
- ◆ UX DESIGN
- ◆ UI DESIGN
- ◆ RESEARCH & ANALYSIS
- ◆ MANAGEMENT
- ◆ INFORMATION DESIGN

WORK EXPERIENCE:

UX LEAD	– NetFlorist 2020 (ongoing)
SENIOR DESIGNER AND METRICS ANALYST	– Marketing Department, NetFlorist 2020
JUNIOR GRAPHIC DESIGNER	– Marketing Department, NetFlorist (2018 - 2020)
ART AND ENGLISH TEACHER	– Calibre Education (2016 - 2018)
ART GALLERY MANAGER	– MBW Art Gallery (2015 - 2016)
DESIGN HISTORY TUTOR	– University of Pretoria (2015)
AD HOC DESIGN FOR PRINT	– NWU Innovation support office (2015)
DESIGN, PAINTING AND DRAWING	– On commission (ongoing)

PROFICIENCY:

- ◆ PHOTOSHOP
- ◆ ILLUSTRATOR
- ◆ INDESIGN
- ◆ ADOBE XD
- ◆ GOOGLE WEB DESIGNER
- ◆ HTML, CSS
- ◆ GOOGLE ANALYTICS
- ◆ MS OFFICE
- ◆ HELLOBAR
- ◆ HOTJAR