

Marius Cloete

UX Designer

Contact

MCloeteConsulting@gmail.com
[View my work](#)

About me

I'm a UX designer with nearly 20 year's experience in the media industry which spans design, content creation, marketing, consumer research, audience measurement systems and marketing effectiveness. I was drawn to the field of UX because it presents a way to apply all of my cumulative experience in a creative, yet solution driven field. My background not only gives me a great understanding into what makes consumers tick, but provides me with excellent presentation and stakeholder management skills to guide organisations towards effective, consumer centred solutions.

UX Skills

Competitor analysis
User interviews
User personas
Task models
Experience maps
Information architecture
Wireframing
Prototyping
Usability testing
Preference testing
Click testing
Data analytics

Experience

UX Designer, Journeez
May 2017 – Present

Research Consultant, Magnetic Media
June 2015 – May 2017

International Effectiveness Specialist, Clear Channel Outdoor
June 2014 – May 2015

Head of Research, PPA
May 2010 – May 2014

Consumer Insight Manager, Evening Standard
March 2006 – April 2010

General Manager Marketing, Mail & Guardian
October 2000 – September 2005

More information available on request

Research Skills

Consumer behaviour
Advertising effectiveness
Depth interviews
Marketing effectiveness
Brand tracking
Audience measurement
Ethnography
Social media listening

Soft skills

Stakeholder management
Supplier management
Excellent presenter
Line management
Copywriting
Influencing

Education

CareerFoundry
UX Design & Research

Vaal University
B.Tech Cost & Management Accounting

Tools

UXPin
Adobe XD
InVision
Photoshop
Illustrator
InDesign

Personal

Dual British & South African Citizen