



I am a UX/UI Designer proficient in research, information architecture & design. I have 3 years of experience in academic research, which has allowed me to develop my critical thinking & analysis skills.

Design Experience

Design Apprenticeship

2019 - 2020 | Design Track at Thinkful (Bloc)

Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and front-end development.

Project: Free.Fi App

2020

- Lead Designer for a conceptual app
- Involved from initial research through to branding, design and prototyping.

Project: Glo Skincare Mobile Website

2019

- Lead Designer for a conceptual skincare website
- Involved from initial research through to branding, design and prototyping.

Project: Euro Industrials Website Redesign

2019

- Redesigned the existing website on Wordpress
- Created all the content, including images/photos

Work Experience

Sales & Marketing Director

2013 - 2019 | Euro Industrials

Managed over 40 client accounts; Worked with the Production Director to manage orders and workflow; Designed the website & marketing materials; Oversaw HR related issues

Buyers Assistant

2011 - 2013 | Miladys

Cost negotiations; Assisting with range building; Monitoring item performance; Maintaining supplier relationships; Competitor research

Skills

UX & UI

Research
User Interviews
User personas
Info Architecture
Visual Design
Wireframing
Sketching
Prototyping
Style Guides

Design

Figma
InVision
Adobe Illustrator
Git/Github
Wordpress

Languages

HTML & CSS
English (fluent)
Italian (fluent)
French (basic)
Spanish (basic)

Education

Psychology Research Masters
2009 | UKZN (Not completed)

Honours in Psychology
2008 | UKZN