UX Vinn

VINESH NAIDOO

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UX/UI Designer influenced by the psychology of human behaviours. With vast experience in financial services, I enjoy working with others to design problem-solving processes and products that contribute towards learning and memorable user experiences—an exciting and ongoing focus towards insights as well as networking with UX peers abroad.

LIBERTY GROUP: LEAD DESIGNER
November 2008 – July 2019

- Provided brand custodianship and detailed application in design of Group campaigns, roadshows annual and sustainability reports including operational and strategic projects
- Workshopped, facilitated migration of and co-led a digital asset management system through service design and creation of the user journeys built and continuously tested to improve user interface design as well as responsible and optimal use of the brand;
- Improved an end-to-end user onboarding experience using Agile methodology by creating a user journey and mobile interface design linking a card to an app to combat fraud;
- Led research, design and successful delivery of creative pitches for insurance distribution channels that increased client numbers across traditional print and digital channels.

IDEAWORX: SENIOR DESIGNER
March 2006 – October 2008

- Crafted brands through a research and solutions design approach for a wide range of clients in mining, financial services, retail and telecommunications sectors;
- Delivered consistent and aesthetically rich design via brand activations, campaigns, interface design, annual reports and financial interims
- Advocated a service design culture that delivered exceptional customer experience, created shared value and access to a market with new clients in different timezones.

SHERENO PRINTERS: ANNUAL REPORT DESIGNER
January 2005 – February 2006

- Created a service design culture by making clients inclusive to the design process;
- Helped to grow a niché customer base by creating bespoke print and packaging design;
- Strengthened relationships with studio and CTP to improve accuracy and deadlines.

UNITED KINGDOM: FREELANCE GRAPHIC DESIGNER
May 2003 – December 2004

- Grew interpersonal, communication and implementation skills in a freelance design market that encouraged collaboration and design resulting from research and testing.

JUSTIN JAMES ADVERTISING: JUNIOR GRAPHIC DESIGNER
May 2000 – December 2003

- Created an appetite for learning high-quality delivery of print and online design as a junior designer and artist in a one-man studio.
- Established a creative process through research of brands and trends that gave insights into markets and achieving a design solution through storytelling.

EDUCATION:

UX DESIGN CERTIFICATION

CAREERFOUNDRY™ (Remote) Aug 2019 – Apr 2020
- Intensive training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, user personas, testing, information architecture, and visual design fundamentals.
- Designed a mobile app using software such as InVision, Balsamiq and Axure for wireframes and Sketch prototypes.

UX SHORT-COURSE

UCT (University of Cape Town)
Jun 2017 – Nov 2017

GRAPHIC DESIGN (National Diploma)

DUT (Durban University of Technology)
Jan 1998 – December 2000

SKILLS

Product

COMPETITIVE ANALYSIS
PRODUCT DEVELOPMENT
USER-FLOW MAPPING
PERSONAS, MENTAL MODELS
PRODUCT REQUIREMENTS

Research

INTERVIEWS & SURVEYS
QUALITATIVE & QUANTITATIVE
PROTOTYPING / LO-FI & RAPID
HEURISTIC EVALUATION
USER & MARKET

UX / VUI

USER CENTERED DESIGN
INFORMATION ARCHITECTURE
CONTENT & DESIGN STRATEGY
CONVERSATIONAL AI

Soft skills

DECISION MAKING
STAKEHOLDER RELATIONS
FACILITATING WORKSHOPS AND INTERDISCIPLINARY TEAMS
ARTICULATION & PRESENTATION

Tools

SKETCH	MARVEL
ADOBE XD	AXURE
ILLUSTRATOR	BALSAMIQ
INVISION	TRELLO
FIGMA	USERTESTING.COM

ACHIEVEMENTS

Winning Implementation Strategy:

Innodays - May 2020: During a virtual 48-hour hackathon ideas were pitched, teams formed, and prototypes built based on the plasticpreneur circular plastics challenge. **Plantsform was chosen as the winning concept to be implemented** for a self-watering vase made of recycled plastic.

ONGOING STUDY

- Voice User Interface Design
- Artificial Intelligence
- Front-end HTML

INTERESTS

Cognitive psychology / Human behaviours