



Brendon Kruger

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Top skills

Notion Figma HTML CSS JavaScript React Next.js User Experience Design User Interface Design

Summary

About

I love the user journey - and I love guiding user behaviour.

I have a keen interest in video game development so my private time is spent building procedurally generated cities, physics based digital toys, and pretty illustrations.

I try my absolute best to work through HackerRank as often as I can - and I write blog posts monthly on the design trends in the world around me. What I like, what I don't, and what I hope to use in the future.

Ideal next job

I'd love to be the ui/ux designer that overhauls your sites and applications. My strengths lie in designing and building beautiful, responsive front-ends. I'm comfortable in native HTML, React, and Next.js. I'm a big fan of Tailwind, and HeroUI, but I'm also comfortable building components from scratch.

I'm all about giving back to the community - and I'd love to work in industries that care. I work best on a small team or on my own. I like a clear hierarchy, but a culture of learning and passion. Our differences make us a better team - and I'd like our culture to support that.

I'm deeply interested in all things digital, and all things beautiful. That means I'd love to learn new skills that help me build a front-end, beautiful marketing materials, and even copywriting as a special little hobby.

I'm an avid learner with a passion for "manipulating" the user. I'm great at knowing - and studying - how a user interacts with a product, and how to guide them the way we want.

Work experience

Jul 2024 - Present

Intelligent Elephant (Lead UX/UI Designer and Junior Developer)

CSS JavaScript HTML React Usability Testing User Research Slack Taiga Jira

Followed guidelines from clients to lead the re-design process for a desktop-run project management application, resulting in a 22% increase in user satisfaction by focusing on user-centered design and implementing user feedback. Conducted in-depth user research and usability testing, identifying key issues and implementing solutions that improved user experience by 12%. Developed the front-end of the site using HTML, CSS, and JavaScript, eventually building the site in React, enhancing design consistency and user engagement.

May 2024 - Jul 2024

Third Eye Games (Unity Generalist)

Collaboration Unity C# Taiga

Collaborated with senior game designers to brainstorm and develop core game systems, enhancing creativity and innovation in design, resulting in a 33% improvement in user experience. Conducted weekly user-testing, providing user-focused insights and recommendations, optimizing overall user experience by 33%. Analyzed usability testing results and implemented design improvements, ensuring alignment with project objectives and enhancing user satisfaction by 33%.

Jan 2024 - Jul 2024

Ubusure (Lead Digital Media Manager)

CSS JavaScript HTML Usability Testing Prototyping Wireframing Sketch Figma

Led the design and development of the website, focusing on the user-journey and client specifications, resulting in a 14% increase in user engagement. Developed the front-end of the site using HTML, CSS, and JavaScript, enhancing design consistency and user engagement. Created wireframes, mock-ups, and interactive prototypes using Figma and Sketch, iterating designs based on user feedback and usability testing, enhancing design consistency by 21%.

Education

University of the Witwatersrand, Johannesburg
Professional Bachelor of Arts - Digital Arts

Jan 2020 - Dec 2023

Personal info

Citizenship: **South Africa**

Authorized to work in: **South Africa**