

Experience

ELEVEN Sports (formerly MyCujoo) / UX/UI Designer

FEBRUARY 2020 - FEBRUARY 2024, AMSTERDAM

Led end-to-end design on all projects at ELEVEN Sports, including discovery, quantitative and qualitative analysis, user research, usability testing, prototyping, and interface design.

- MyCujoo Studio and MyCujoo Broadcasting apps: Designed and maintain tools that enable clubs and teams to manage and stream football events live to their fans.
 - ELEVEN Sports global platforms (Web, iOS, Android, and TV apps): Designed the experiences for long-tail and premium content, including pay-per-view, subscriptions, and consuming content on our multi-region platforms.
 - MyCujoo Live Services: A SaaS solution that turns our underlying streaming technology into an additional revenue stream through external consumption.
 - MyCujoo Data Tools: Designed the tools that enable our clients to acquire and manage video and data distribution rights for our football content.
 - ELEVEN Real-time Data Collection Platform: Interfaces that allow for on- and off-site data collection during live events and facilitate the delivery of data to external partners.
 - FIFA+ Live: Designed the user experiences for live video consumption and developed solutions for tightly integrated advertising and sponsorship campaigns for our partners.
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Swipe iX / Creative Director

JUNE 2017 - JANUARY 2020, CAPE TOWN

- Utilising wireframes, prototypes, user flows, and interface design to improve the user experience for 50+ mobile and desktop websites.
- Created user flows and interface designs for a multi-site user authentication platform with 1.5 million active users, with a focus on continuous growth and user retention.

Experience

Swipe iX / Interaction & User Experience Design

JULY 2014 - JUNE 2017, CAPE TOWN

- Designed interactive tools for the WeChat business platform used by MultiChoice.
 - Designed the interface of a white-label ticket and event booking system.
 - Developed a design system and component library for OLX South Africa.
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osOutsource / Interface Designer & Front End Developer

JUNE 2013 - JUNE 2014, CAPE TOWN

- Created responsive websites for small business owners, providing them with strategies to help communicate their services to potential customers.
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FormFunction Digital / Interface Designer & Front End Developer

SEPTEMBER 2011 - JUNE 2013, CAPE TOWN

- Designed and developed hybrid iOS and Android applications using Cordova.
 - Designed a platform that enabled women in South African townships to sell hand-crafted physical products to support their families.
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SiConsulting / Interface Designer & Front End Developer

JANUARY 2008 - MAY 2011, CAPE TOWN

- Designed wireframes and interfaces, and built the front-ends for multiple women's magazines in South Africa, including Fairlady, TrueLove and Grazia.
- Crafted the user experience and interactions for theatre productions like Cats and Disney on Ice.

Experience

Media in Africa Solutions / Interface Designer & Front End Developer

JANUARY 2006 - DECEMBER 2007, CAPE TOWN

- Designed and prototyped an online advertising booking platform for a national publication.
 - Created digital marketing campaigns for day-to-day emails.
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Competency

- Product Design
 - UX, Ideation and Workflows
 - Interaction and Interface Design
 - Prototyping
 - Design Strategy
 - User Research
 - Usability Testing
 - Qualitative and Quantitative Analysis
 - HTML & CSS
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Education & Skills

Prestige Academy / Multimedia & Web Development

JANUARY 2004 - DECEMBER 2005, CAPE TOWN