



James Godwin

# Hello :)

**We take borrowed truths to become knowledgeable. But to be knowledgeable is not to know.**

INTP personality. Creative, multi-dimensional, energetic, considerate, curious, explorer and adaptable. Like to deeply experience and explore life and inspire others to do the same. An abstract thinker, enjoy looking at the bigger picture. Enjoy learning and committed to acquiring mastery and/or skills. I have an inventive mind that usually generates more possibilities than I can handle or fund.



[www.linkedin.com/in/jamiegodwin/](http://www.linkedin.com/in/jamiegodwin/)

## TECH & DESIGN

I studied both Mechanical Engineering and Graphic Design. Engineering has given me a solid foundation to build a career in **technology**. Art and design being my passion, has enabled me to **understand** the **user**. I've **married the two worlds** in the businesses and products I've built over the years.



Artwork hand painted on iPhone with Procreate App

# EMPATHY

The skills to work with our minds, our emotions, and other people are essential but rarely developed. I developed an **emotional Intelligence training** course while at **JUMO**

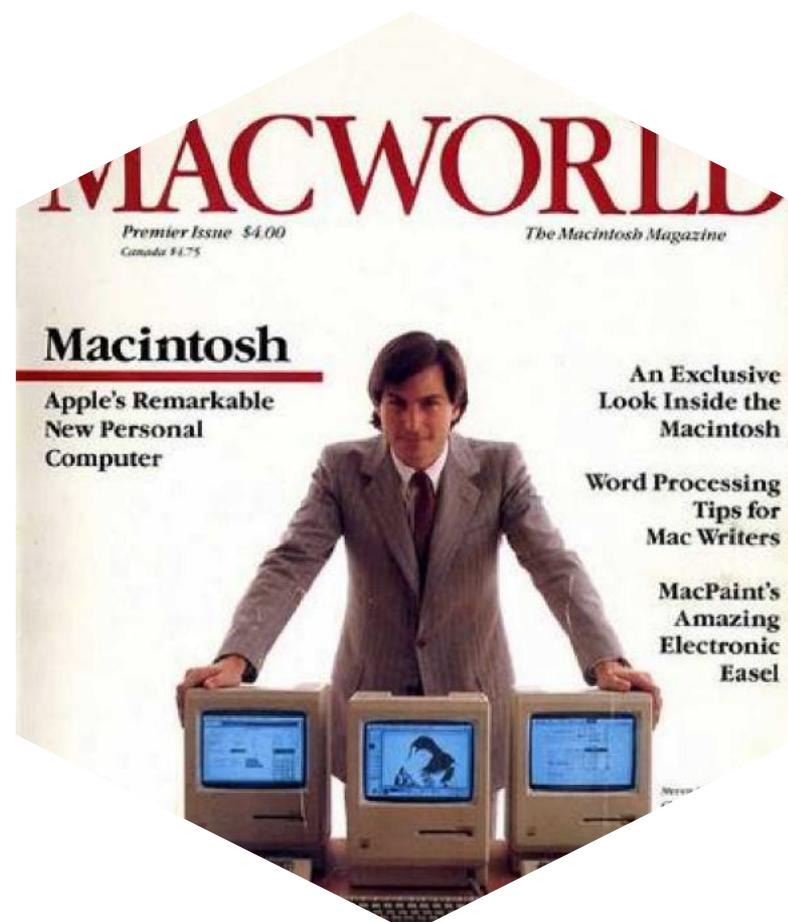


“

OUR JOB IS TO CONNECT TO PEOPLE,  
TO INTERACT WITH THEM IN A WAY  
THAT LEAVES THEM BETTER THAN WE  
FOUND THEM, MORE ABLE TO GET  
WHERE THEY'D LIKE TO GO

SETH GODIN

# My UI/UX Timeline



1992

Camelot, a Macintosh supplier in London. My job was to repair hardware, manage installations, support software and produced all company advertising that was published in **MacWorld Magazine**.



1993

My experience in London enabled me to start a **Macintosh Support company** in Cape Town that dealt with companies like Naspers, Associated Magazine and many advertising agencies and SME's.



1999

When the internet arrived many of our clients were in the design and advertising industry. They were commissioned by their clients to **build and deploy web sites**. Since we did all their IT support that responsibility then fell on us. Started an **ISP** to deal with the growing demand.

# My UI/UX Timeline



2004

After selling Organic Wire, I wanted to pursue contract programming full time. I had a keen interest to **furthering my programming skills.**

2005

At star120 we built the first USSD and WAP based **mobile wallet** that serviced over 7 million customers to buy and sell airtime. To top up Wallets, we created the first **online debit order processing** service that was adopted by many SME's to manage their debit orders.

2011

At [imb.co](#) our goal was to build a mobile wallet and in doing that we ended up **building a banking system.**

# My UI/UX Timeline



2013

Building an **education system** at lobsterink.com to scale. Moving a monolithic application into a micro service architecture. Adopt **user centred design**.

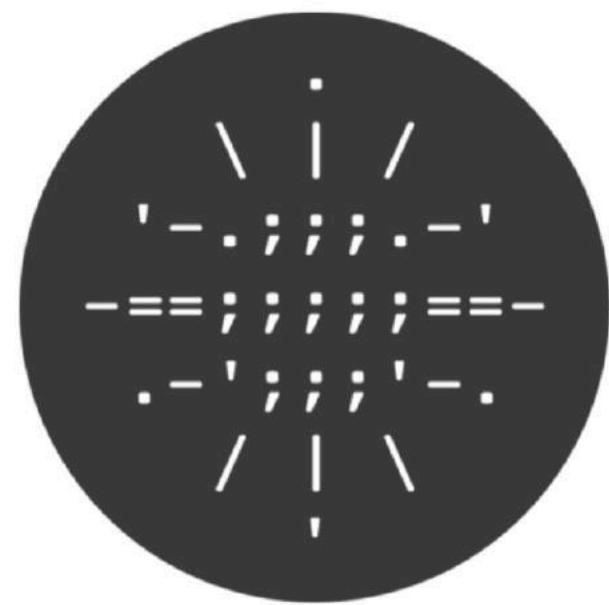
2014

Responsible for building the JUMO.world **money market platform** which integrates with MNO's and financial service providers, bringing financial services to MNO customers.

2016

Responsible for the **Design Thinking** department and oversight of the UI/UX of client projects at stratech.co.za

# My UI/UX Timeline



2018

Consulting: [madebythem.com](http://madebythem.com).  
Helping people **design** and **build**  
user friendly web apps.



2018

**Senior UI/UX Designer:** At  
[www.privyseal.com](http://www.privyseal.com). Building new  
User Journey and upgrading design  
and user functionality.



2019-2021



**CXO:** At [www.swiftvee.com](http://www.swiftvee.com).  
Co-founder - Exploring AgriTech

# My UI/UX Timeline



**from**

**opsi.**

2020

**Senior UI/UX Designer:** At [jiimpact.io](http://jiimpact.io)  
**CURRENT**

2022

**Senior UX Specialist:** At [from.digital](http://from.digital)  
**CURRENT**

2023-24

Contracted as a **UI/UX Specialist** to  
Help build and redesign there **TMS**  
**solution**

# GOOGLE LAUNCHPAD ACCELERATOR

I was part of the company of two Google Launchpad Accelerator program winners.



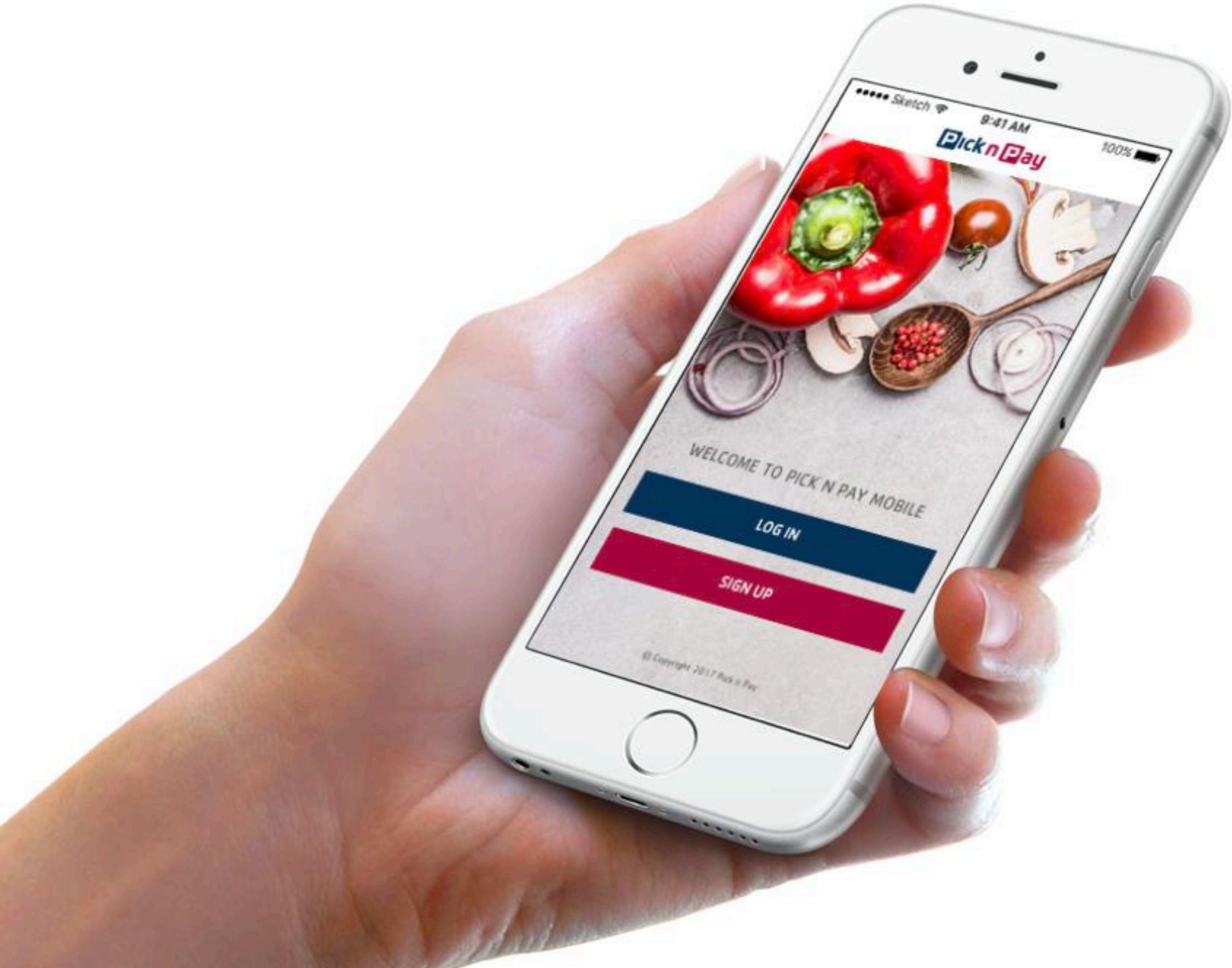
JUMO

**Role:** CTO - Product Dev



SWIFTVEE

**Role:** CXO



## Recent Work

“

**UI** is the saddle, the stirrups, & the reins. **UX** is the feeling you get being able to ride the horse.

# Frank

## Dissatisfied current catheter user

Age 29, lives alone, works from home, has been in



"I am so frustrated with the lack of communication and

### Goals

- Find a new catheter supplier
- Simple process to research, compare, and place an order

### Wants / Motivators

- Reliable delivery of catheters
- Strong, proactive communication from supplier
- Get educated on latest catheter technology and product for me

### Key Friction Points

The wireframe shows the Numotion website's navigation bar at the top with links for About Us, Catheters, Brands, Insurance, Info Center, Contact Us, and My Account. Below the navigation is a header for "Female Catheters" with a "FREE SAMPLE" button. The main content area displays a grid of six small thumbnail images representing different catheter products. Below this is a section titled "Product Details" with placeholder text. Further down are sections for "Testimonials" featuring three circular icons with names (Jane Smith, Jack Smith, Mike Miller) and a "View More" button, and "Featured Products" with a placeholder text banner.

The wireframe shows the Numotion website's navigation bar at the top. Below it is a header for "Catheter Brand" with a "Call Us +1 (800) 272-0381" button. A large "Brand Logo" placeholder is centered below the header. To the right is a "Brand Details" section with placeholder text and another "View More" button.

The screenshot shows the Numotion homepage with a dark background and a woman in a wheelchair in the foreground. The headline reads "The best choice for your intermittent catheter needs." Below the headline are two buttons: "REQUEST FREE SAMPLE" and "SPEAK TO A REPRESENTATIVE". A white callout box titled "Why trust us" contains three sections: "Personalized Solutions" (about personalized mobility solutions), "Insurance Specialists" (about navigating health plans), and "Committed to you" (about expert support). At the bottom is a "REQUEST FREE SAMPLE" button.

The screenshot shows the "Female Catheters" page with a woman in a wheelchair using a laptop. The page features a "REQUEST FREE SAMPLE" button and a "Help" button with a question mark icon.

# from THE DIGITAL TRANSFORMATION AGENCY

### Probes

1. If you were going to switch catheter providers, how would you start that process?
  - a. What terms would you search for?
2. What would you expect to see at the navigation links at the top of the screen (About Us, Catheters, Brands, Insurance, Info Center, Contact Us)?
  - a. What would you want to learn about?
  - b. What would you most likely click on?
  - c. How would you order those links?

### Observation Points

1. Do they ask for a phone number?
2. Do they understand the side-scrolling motion of the testimonial area?
3. Do they understand how the accordion sections work?

## Task 2: Research and Select a Sample Product (15 min)

Now I'd like you to use the site to research, find, and select a product to be sent to your house for a sample. For this exercise, I'd like you to select the Bard brand to research Bard catheter products.

### Probes

1. How would you start your research process?
2. Do you feel like you need to do research or do you already know what product you would like to sample?

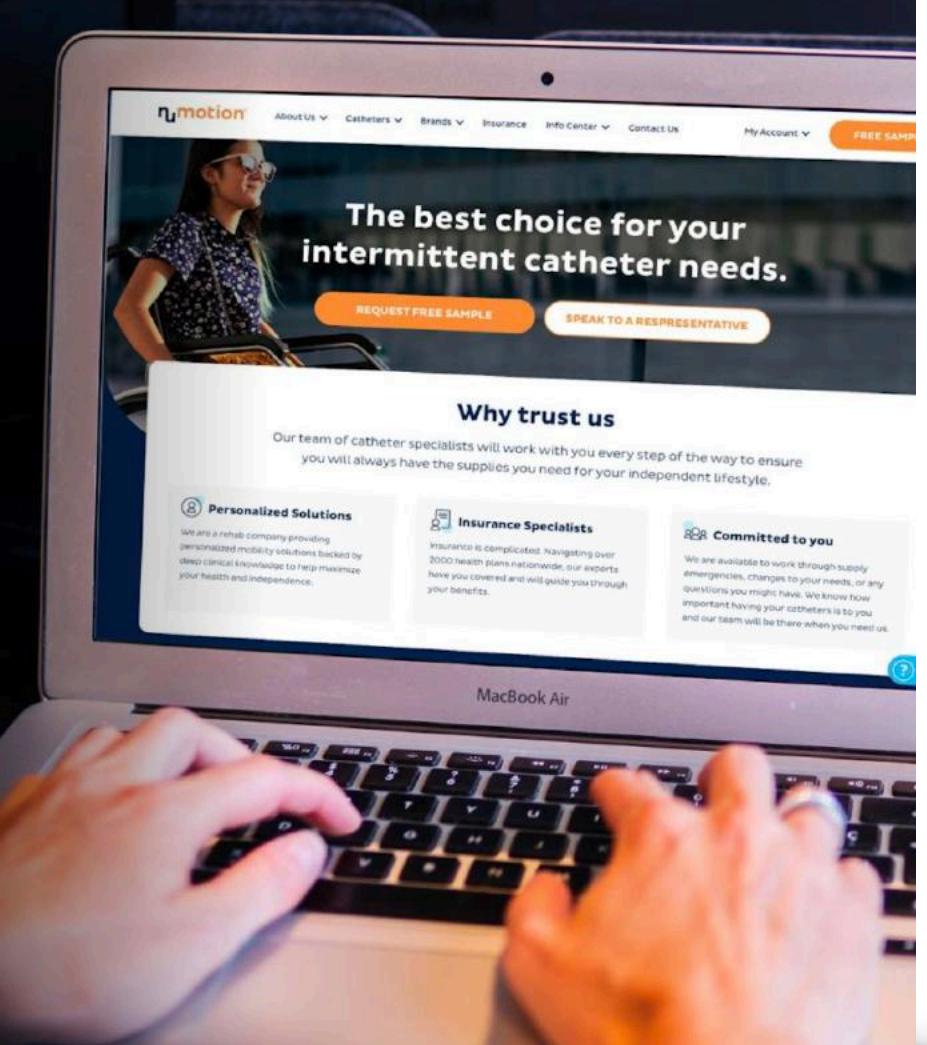
If the user clicks on the FREE SAMPLE button, see if they expect to mention a particular product on the form.

# Numotion Website Findings

## User Research - Key Findings

September 10, 2022

from



## Company Background (4 min)

Let's start with a little bit of background on your company.

1. Tell me about **your company and your role** in particular

- 1.1. [Probe into company size, location, growth, industry, role, number of franchises owned - single unit or multiple, and if multiple - how many, location of franchise units]

## History with Current Payroll Platform (5 min)

What application/tool are you **currently using** to manage payroll and HR?

1. When did your business **first begin using it**, and why?

- 1.1.1. Was it mandated by the franchisor that you use this platform?

2. Do you have any **experience with other payroll/HR platforms?**

[IF NO, SKIP TO THE NEXT SECTION]

**Franchisor**  
Roofing Company | Available in 3 States | Runs 30 franchisees



**Michael**

"I'm a numbers person and want to see if my franchisees..."

**Goals**

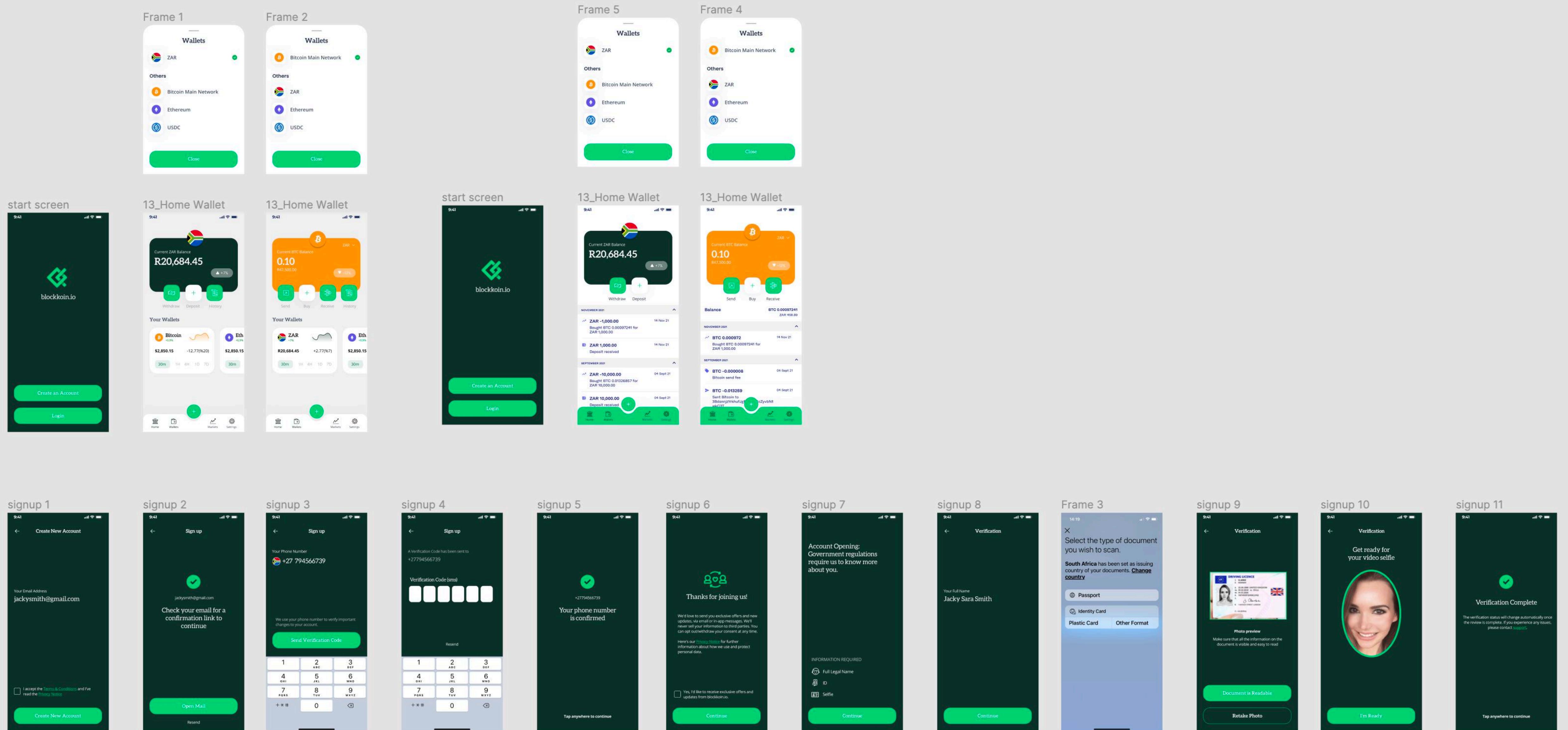
- Make sure I'm working as efficiently
- Help grow our franchisees to help t
- Have a recommended partner to su

**Wants / Motivators**

- A turnkey solution for payroll that h about so I can focus on growing the
- To feel like my payroll platform can : from payroll to hiring, scheduling &

**Key Friction Points**

#	FRICITION POINTS	FREQUENCY	SEVERITY	USER TYPE
8	There is no way I can enter employees' customized performance reviews to ADP.	<input type="radio"/>		
9	I don't have a system that tracks or documents performance review process for my employees.	<input checked="" type="radio"/>		
10	It is hard to give my employees a sense of how they are contributing to the company.	<input type="radio"/>		
11*	I don't have any guidance to consult about giving employees performance reviews.	<input type="radio"/>		



blockkoin.io

concept designs for their crypto wallet app

## Oil & Gas - User Centred Design

## Equipment Company - User Centred Design

## Atoms | Creating Design Systems

Consultant for [iiimpact.io](https://iiimpact.io) - helping companies understand UX to benefit their business

# XM On Boarding Brand Guide

Task: Upload a background image for the Introduction section.

 Effectiveness

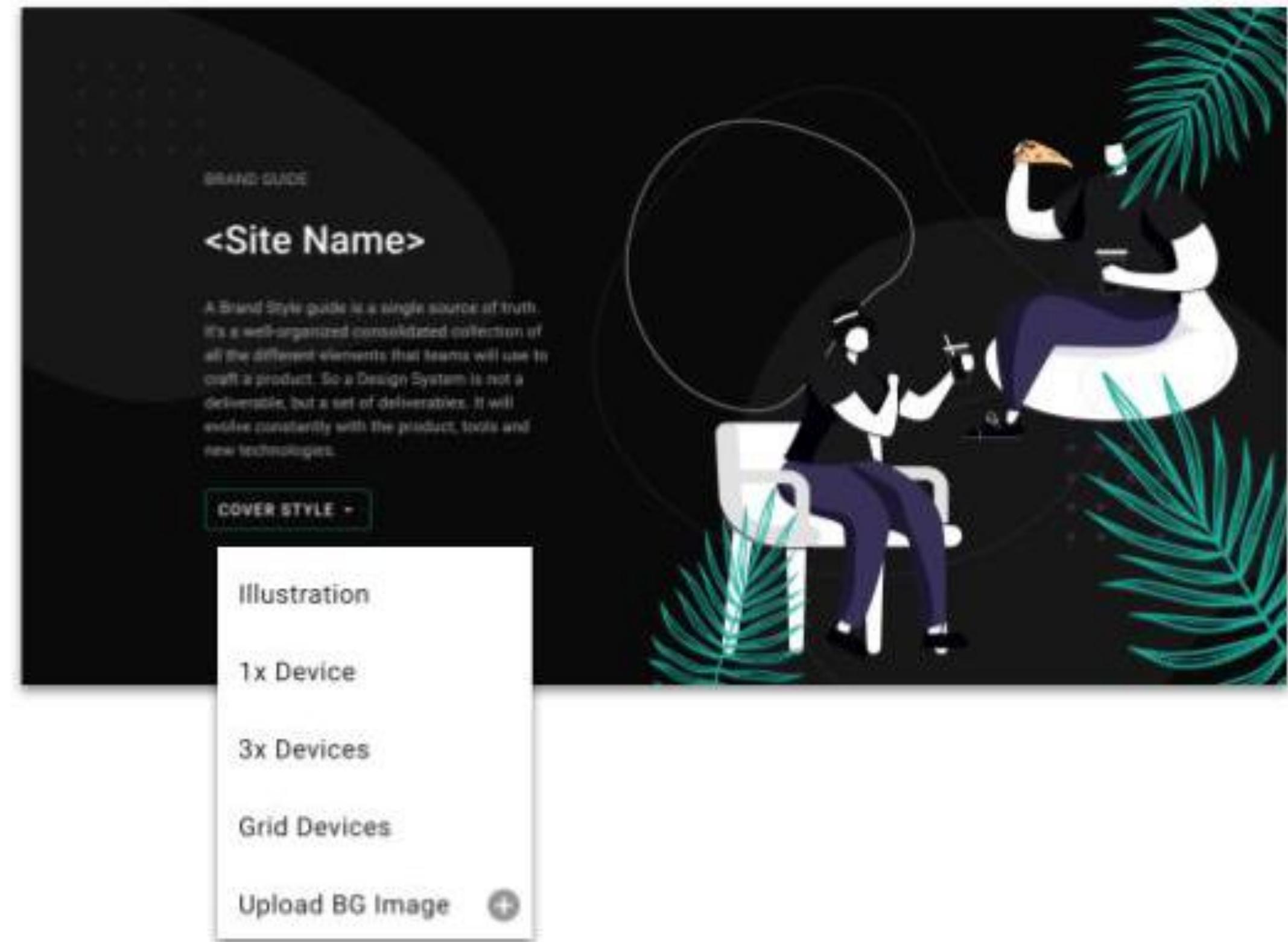
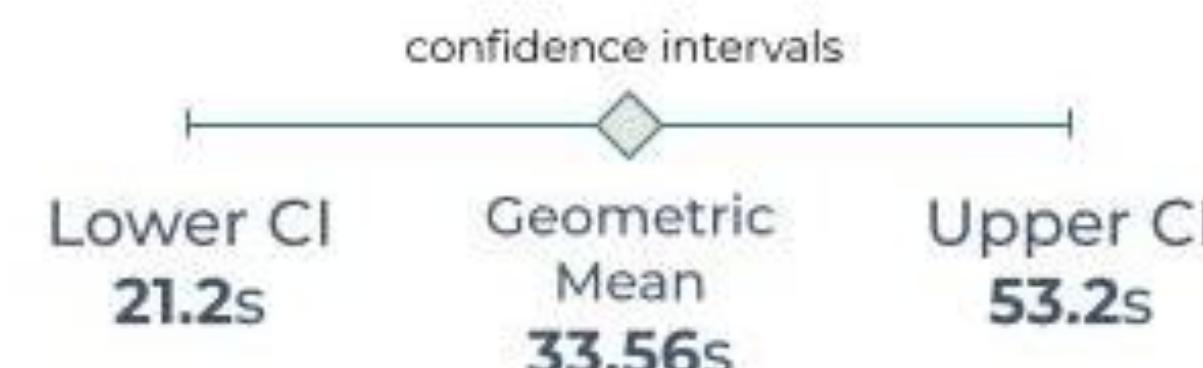
**86%**



 Efficiency

Geometric Mean:

**33.56s**



# Atoms

Atoms represent the smallest entity in UI elements and they can't be broken down any further. Think of them as Lego blocks. They serve as the foundational building blocks of your interface.

## General

This section displays the basic building blocks of a user interface, categorized under 'General'. It includes components such as:

- Divider lines**: A simple horizontal line.
- Checkbox**: Represented by a square with a checkmark or an empty square.
- Radio button**: Represented by two circles, one filled (selected) and one empty.
- Switch**: Represented by a toggle switch with a blue track and a grey handle.
- Form fields**: A grid of input fields for various types:
  - Dropdown**: Shows a label and a dropdown menu with items like 'Value' and 'Error Text'.
  - Text**: Shows a label and a text input field.
  - Date**: Shows a label and a date input field.
  - Time**: Shows a label and a time input field.
  - Date & time**: Shows a label and a combined date-time input field.
  - Effective date**: Shows a label and a date input field.
  - Picklist**: Shows a label and a picklist input field.
  - Multi-select**: Shows a label and a multi-select input field.
  - Numeric**: Shows a label and a numeric input field.
  - Text area**: Shows a label and a text area input field.

Each component is shown in six states: Default, Hover, Active, Disabled, Error, and Default again. The 'Form fields' section also includes a 'SELECT FILES...' button and a note about accepted file formats: \*.xls, \*.xlsx, \*.xism.

# Molecules

Molecules are groups of atoms bonded together that take on distinct new properties. They form relatively simple UI elements functioning together as a unit.

## Grid, Filter Dataset and Misc.

This section displays more complex UI components that combine multiple atoms to create functional units:

- Grid Toolbar**: A toolbar with icons for file operations (New, Open, Save, Print, Find, etc.) and layout (Normal, Legend, Vertical, L-Shaped, Deviated).
- Grid Header**: Displays the text 'Processes 47709' and a status message 'System Cancelled'.
- Filter Dataset bar**: A complex panel for filtering data. It includes sections for 'FILTERS' (Location ID, Effective Start Date, Effective End Date), 'Field label' (multiple dropdowns and inputs), and 'Optional field' (multiple dropdowns and inputs). It also features a 'RESET' and 'APPLY' button.
- Misc**: A section containing a 'Reorder' button.

# UX Heuristic Analysis

WellEz Application

# UX Heuristic Analysis

Field Insights - IAN - SCADA



Mobile openin...

**SWIFT VEE**

HOME CONTACT US HOW IT WORKS

Kroon Vee Veiling  
Vryburg, South Africa Starts 04 Nov 2020 11:00 AM SAST

50 Mando-Isulu \* 30 Roos bullie \* 70 Mando-verre  
REGISTRATION PENDING! Please register by at least 7 days in advance of the auction. Once we have received your registration, your details will be sent to the auctioneer. SwiftVEE will not approve any bidder unless that instruction is received from the auctioneer.

**REGISTER FOR AUCTION**

**LOGIN** **CREATE ACCOUNT**

**Mobilemenu**

HOME CONTACT US

Kroon Vee Veiling  
Vryburg, South Africa Starts 04 Nov 2020 11:00 AM SAST

50 Mando-Isulu \* 30 Roos bullie \* 70 Mando-verre  
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**REGISTER FOR AUCTION**

**LOGIN** **CREATE ACCOUNT**

**Mobile help m...**

Help and Feedback

Whether you want to talk to us, the community, or learn on your own, we've got something for you!

- Visit our help centre [if you're having trouble with something](#)
- Community Forum [Ask questions & connect with others](#)
- Latest News [Keep up to date with our latest news](#)
- Talk to Us! [Have any ideas, problems, or questions?](#)

Download our App [Download our mobile app for the best bidding experience](#)

**REGISTER FOR AUCTION**

**Mobile auction...**

Kroon Vee Veiling  
Vryburg, South Africa Starts 04 Nov 2020 11:00 AM SAST

SEE FULL AUCTION DETAILS

Lot 1: JVZ17433 Live bidding starts Nov 4 MALE 2017/10/22

Current Bid - R1,000  
Bid Increment: R1,000  
Number of Bids: 0

**REGISTER FOR AUCTION**

**Mobile auction...**

Kroon Vee Veiling  
Vryburg, South Africa Starts 04 Nov 2020 11:00 AM SAST

Lot 1: JVZ17433 Live bidding starts Nov 4 MALE 2017/10/22

Current Bid - R1,000  
Bid Increment: R1,000  
Number of Bids: 0

**REGISTER FOR AUCTION**

**Mobile view lot**

Kroon Vee Veiling  
Vryburg, South Africa Starts 04 Nov 2020 11:00 AM SAST

Lot 1: JVZ17433 Live bidding starts Nov 4 MALE 2017/10/22

30 Mando-Isulu \* 30 Roos bullie \* 70 Mando-verre REGISTRATION PENDING! Please register by at least 7 days in advance of the auction. Once we have received your registration, your details will be sent to the auctioneer. SwiftVEE will not approve any bidder unless that instruction is received from the auctioneer. Contact Jeroen van Zyl on (0529440020) to follow up on your approval status.

Sales Information

Address: Business, Vryburg, South Africa  
Category: Cattle  
Buyer's Premium: (% As Specified)  
Sales Taxes: Tax Rate on Hammer Price: 10% As Specified, Tax Rate on Bidder's Premium: 5% As Specified, Tax Rate on Charge: 5% As Specified  
Viewing days: Appointment  
Contact Information:  
Auction Information: JP Swart  
21 Gatalela, Bloemfontein, Free State, 9301, South Africa  
082 334 8872  
Important Documents

KroonVee Production Sale - Catalogue 2020.pdf (20036)

**REGISTER FOR AUCTION**

**Mobile login**

**SWIFT VEE**

**LOGIN** or [Create an Account](#)

Email:  Password:  Confirm Password:

**LOGIN**

**Mobile signup**

**SWIFT VEE**

**1/4**

**Create an Account** or [Login](#)

Email:  Password:  Confirm Password:

**SIGN UP**

**Mobile profile**

**SWIFT VEE**

**2/4**

**Add Personal & Business Details**

Your Account is 25% complete

Account created  
 Email verified  
 Personal & Business details  
 Uploaded documents

**First Name:**   
**Last Name:**   
**Mobile Number:**   
**ID Number:**   
**Business Name:**   
**Registered Trading Name:**   
**Business Registration Number:**   
**VAT Number:**   
**Time Zone:**

**Personal & Business Details**

**3/4**

**Upload Documentation**

Your Account is 50% complete

Account created  
 Email verified  
 Personal & Business details  
 Uploaded documents

**Upload ID Book:**   
**Company Registration Docs:**

**Upload Documents:**

**Mobile docs c...**

**SWIFT VEE**

**4/4**

**Verify Email Address**

Your Account is 75% complete

Account created  
 Email verified  
 Personal & Business details  
 Uploaded documents

Please check your email and follow link to activate your account.  
NOTE: email might arrive in your SPAM folder.

**RESEND LINK**

**Mobile signup ...**

**SWIFT VEE**

**COMPLETED :)**

Your Account is 100% complete

Account created  
 Email verified  
 Personal & Business details  
 Uploaded documents

**CONTINUE**

mobile menu l...

**HOME** **CONTACT US**

**REGISTER FOR AUCTION**

**LOGOUT** **ADMIN PANEL**

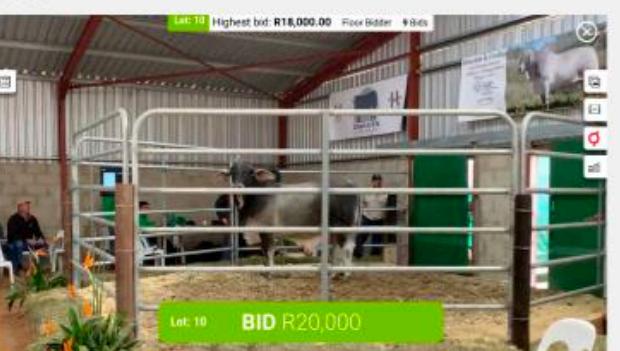
mobile menu A...

**HOME** **USERS** **AGENCIES** **LOT-TYPE** **AUCTIONS**

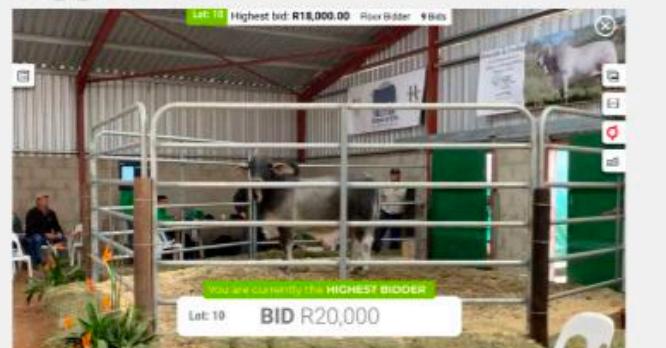
**REGISTER FOR AUCTION**

**LOGOUT** **USER PANEL**

bid



highest bidder



you won bid



lot photo



lots view



lot list



swiftvee.com

email link acco...

**SWIFT VEE**

**Almost There**

HIT THE LINK BELOW TO FINISH SETTING UP YOUR AUCTIONAPP ACCOUNT

**VERIFY EMAIL →**

DON'T SEE A BUTTON? HERE'S YOUR LINK

THIS LINK WILL VERIFY YOUR EMAIL ADDRESS. ONCE VERIFIED, YOU WILL BE ABLE TO ACCESS YOUR ACCOUNT AND BID ONLINE.

DOESN'T KNOW WHAT WE'RE TALKING ABOUT? IF YOU'RE NOT RECEIVING THIS EMAIL, YOU CAN ALWAYS REPORT ANY SUSPICIOUS ACTIVITY TO OUR FRIENDLY SUPPORT TEAM.

**Best cross platform Auction App!**

YOU RECEIVED THIS EMAIL BECAUSE YOU REGISTERED ON SWIFTVEE. PLEASE NOTE THAT THIS FORM MAY ONLY BE COMPLETED BY LIVESTOCK AGENCIES WHO HAVE ALREADY REGISTERED WITH SWIFTVEE.

**Submit Booking Enquiry**

email account ...

**SWIFT VEE**

**Your AuctionApp account is active**

HEY JAMES GOODEL,

YOU'RE ALL SET UP - WELCOME TO YOUR NEW ACCOUNT. NOW IT'S (EVEN) EASIER TO BID ONLINE AND LIVE STREAM AND ONLINE AUCTION.

**Lets Go →**

ANY QUESTIONS? YOU CAN ALWAYS REACH US AT SUPPORT@AUCTIONAPP.IO

CHEERS,  
THE AUCTIONAPP JO TEAM

Forgot passw...

**SWIFT VEE**

**Forgot Password**

EMAIL:

**RESET PASSWORD**

**Sign Up or Login**

Forgot passw...

**SWIFT VEE**

**Reset Password**

PASSWORD:  CONFIRM PASSWORD:

**UPDATE PASSWORD**

**Sign Up or Login**

notifications

**SWIFT VEE**

**This is an error message**

THIS IS AN ERROR MESSAGE

**CONTINUE**

**SWIFT VEE**

**This is an error message**

THIS IS AN ERROR MESSAGE

**CONTINUE**

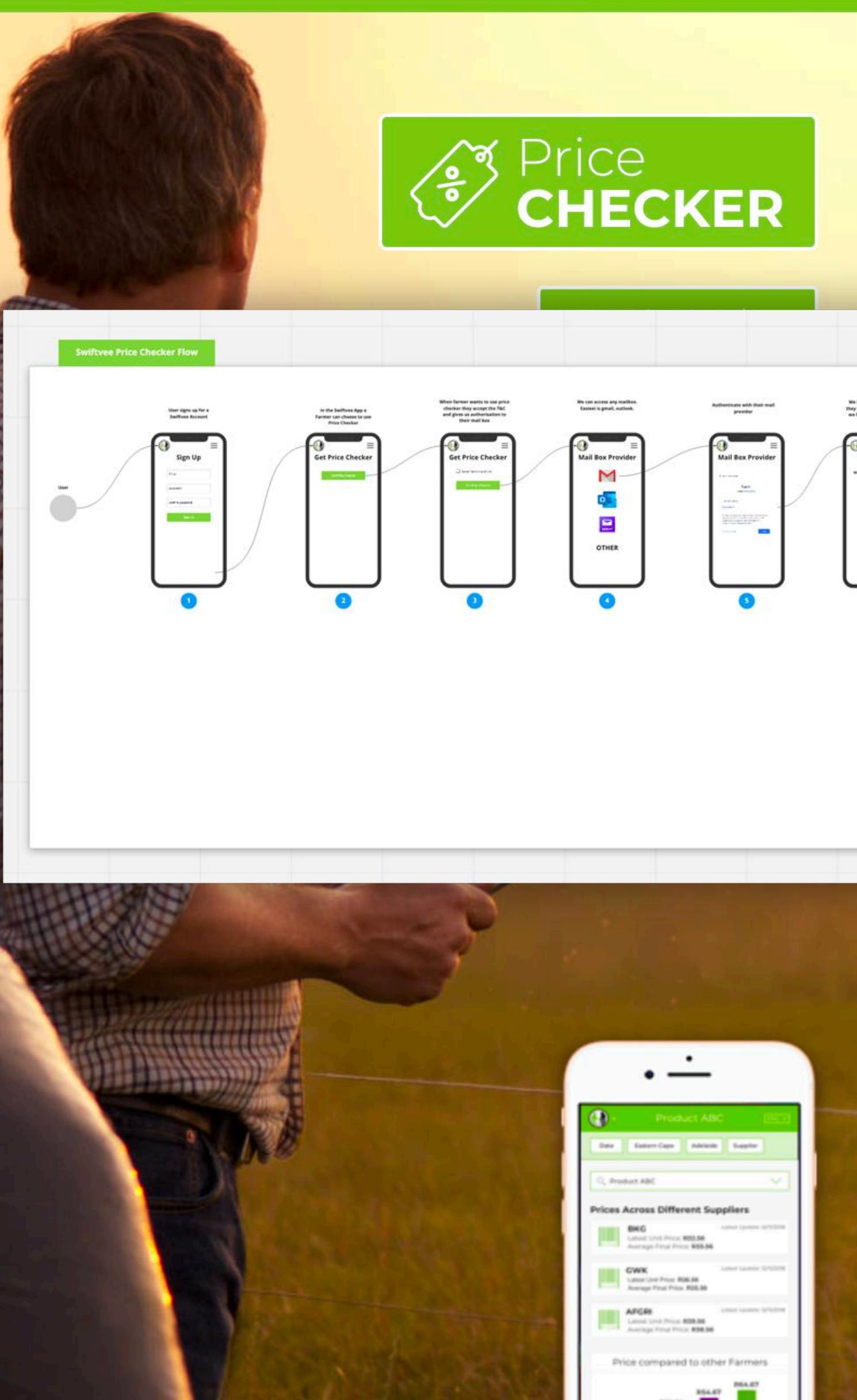
**SWIFT VEE**

**Booking was done through:**

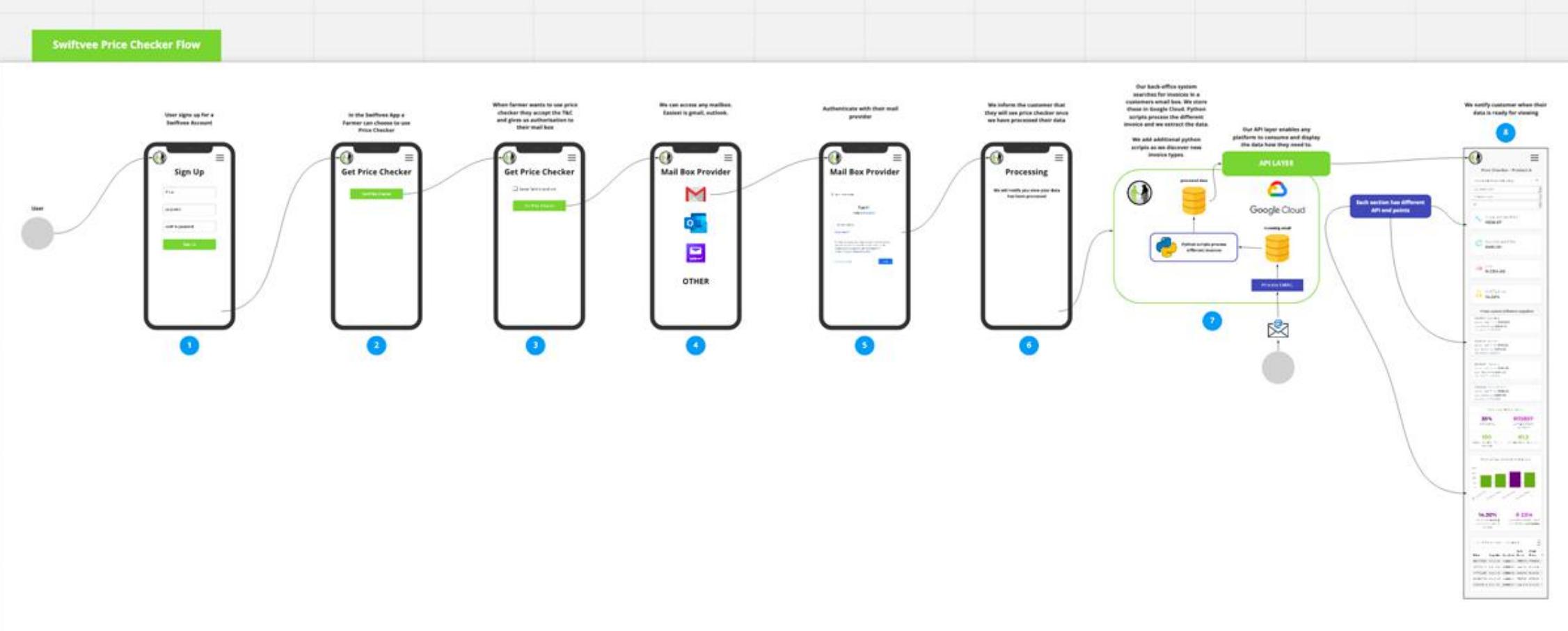
To whom must the invoice be made out to?   
Is the above a final or estimated date?   
Livestock Agency   
Livestock Agent Name   
Livestock Agent Email   
Livestock Agent Contact Number   
Comments / Notes

**REGISTER FOR AUCTION**

new interface for swiftvee mobile auction app



## Price **CHECKER**



## Price Checker - Product A

Voermol Maxiblok 25kg

Search

Last 6 Months

Eastern Cape

All



Your Average Price  
**R410.00**



Loss  
**-2314**



%Difference  
**14.30%**

### Suppliers

**Co-Op 2 - Beford**  
Latest Unit Price: **R345.12**  
Ave Final Price: **R370.23**  
Latest Update: 16/03/2019

**Co-Op 3 - Cradock**  
Latest Unit Price: **R356.00**  
Ave Final Price: **R375.73**  
Latest Update: 15/03/2019

**Co-Op 4 - Queenstown**  
Latest Unit Price: **R325.02**  
Ave Final Price: **R337.00**  
Latest Update: 14/03/2019

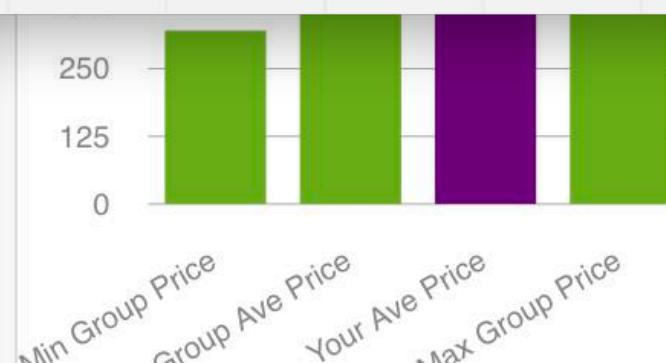
### Additional Information

**35%**

Price Volatility

**35857**

Average Amount Purchased

**14.30%**

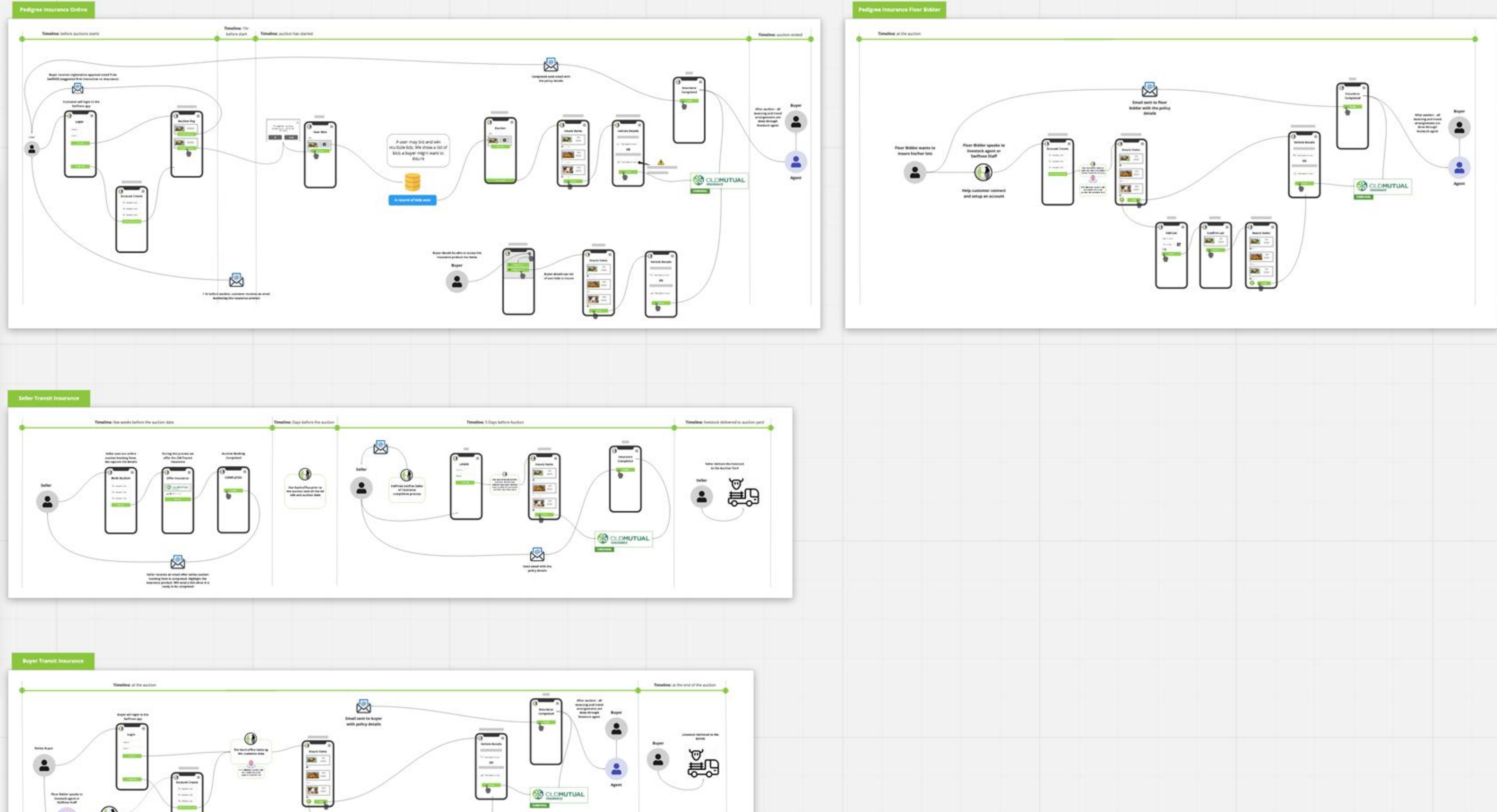
You are  
**overpaying**  
compared to  
group average

**R2314**

The amount of  
cash lost as a  
result of you  
**overpaying**

### Last 5 Transaction - Individual

Date	Supplier	Location	Unit Price	Final Price	Quantity	Total
07/03/2019	Co-Op 1	Adelaide	R389.00	R389.00	45	R17505.0
03/03/2019	Co-Op 1	Adelaide	R347.00	R359.00	20	R7180.0
24/02/2019	Co-Op 1	Adelaide	R346.00	R361.00	18	R6498.0
31/01/2019	Co-Op 3	Adelaide	R347.00	R361.00	12	R4332.0
06/01/2019	Co-Op 1	Adelaide	R345.00	R361.00	30	R10830.0





PIERRE CROQUET

ABOUT



PIERRE CROQUET

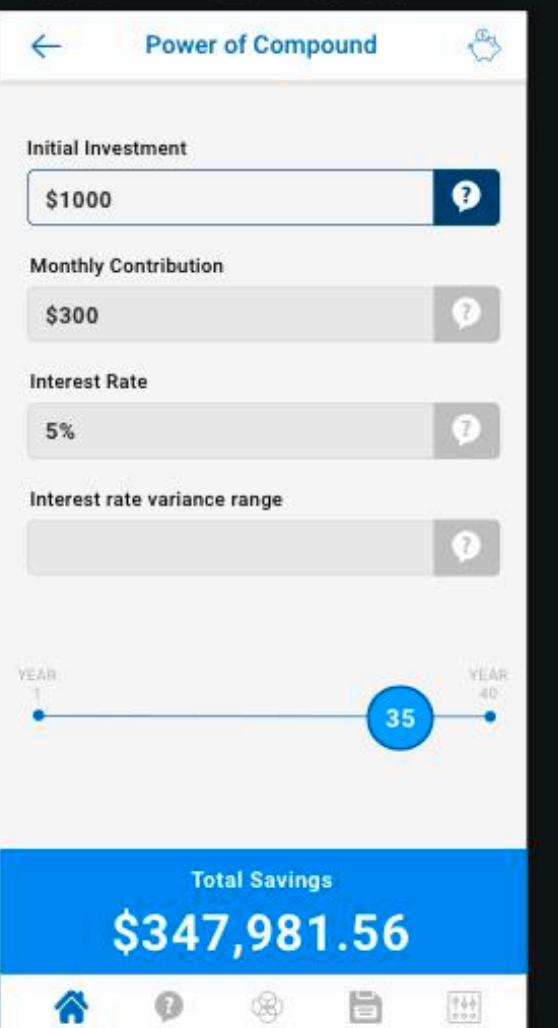
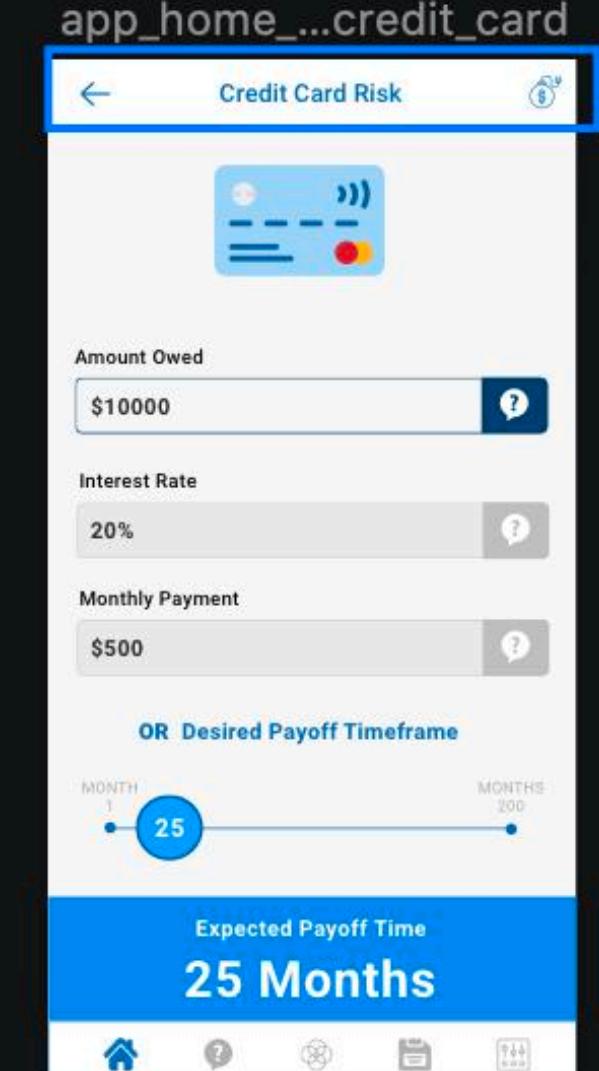
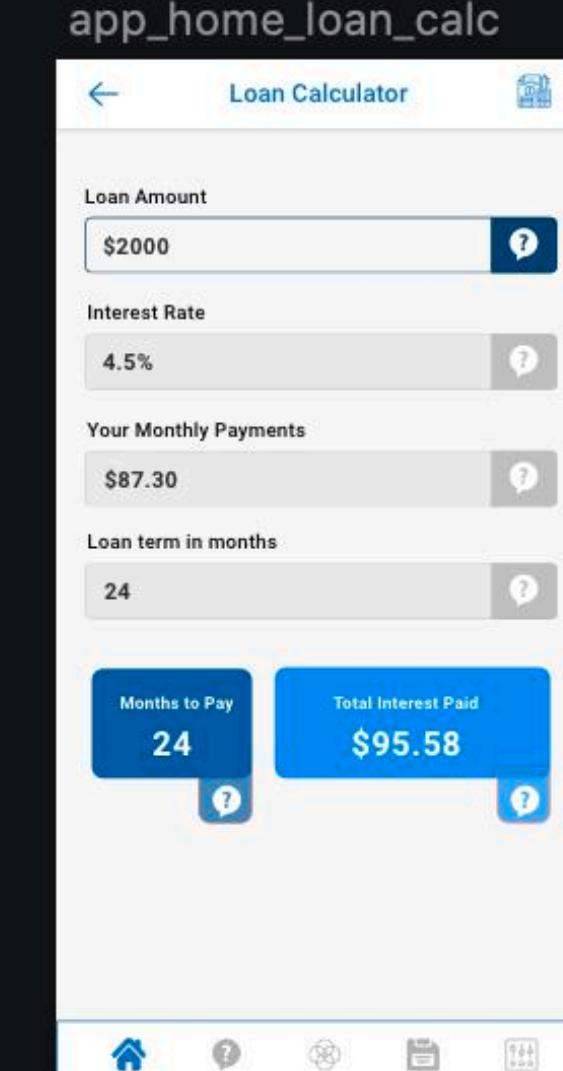
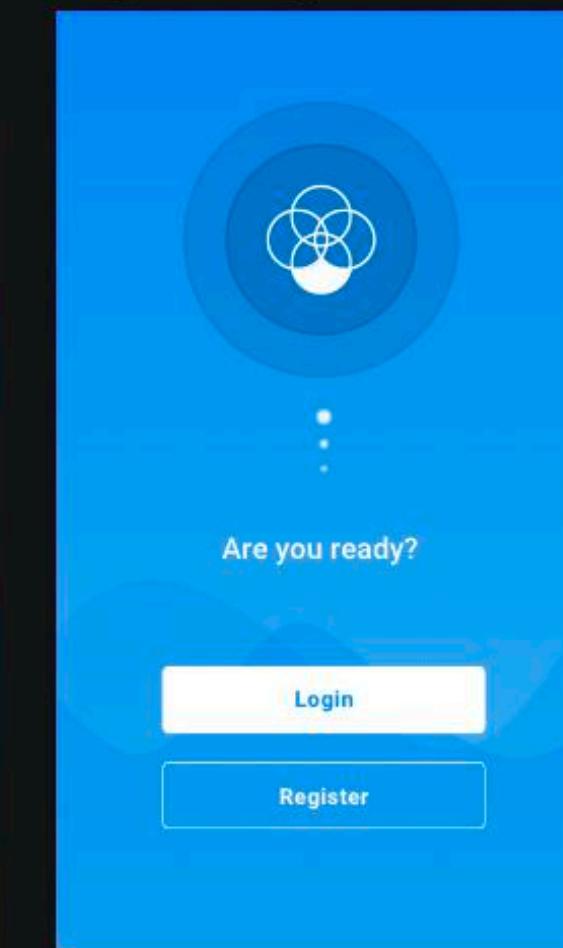
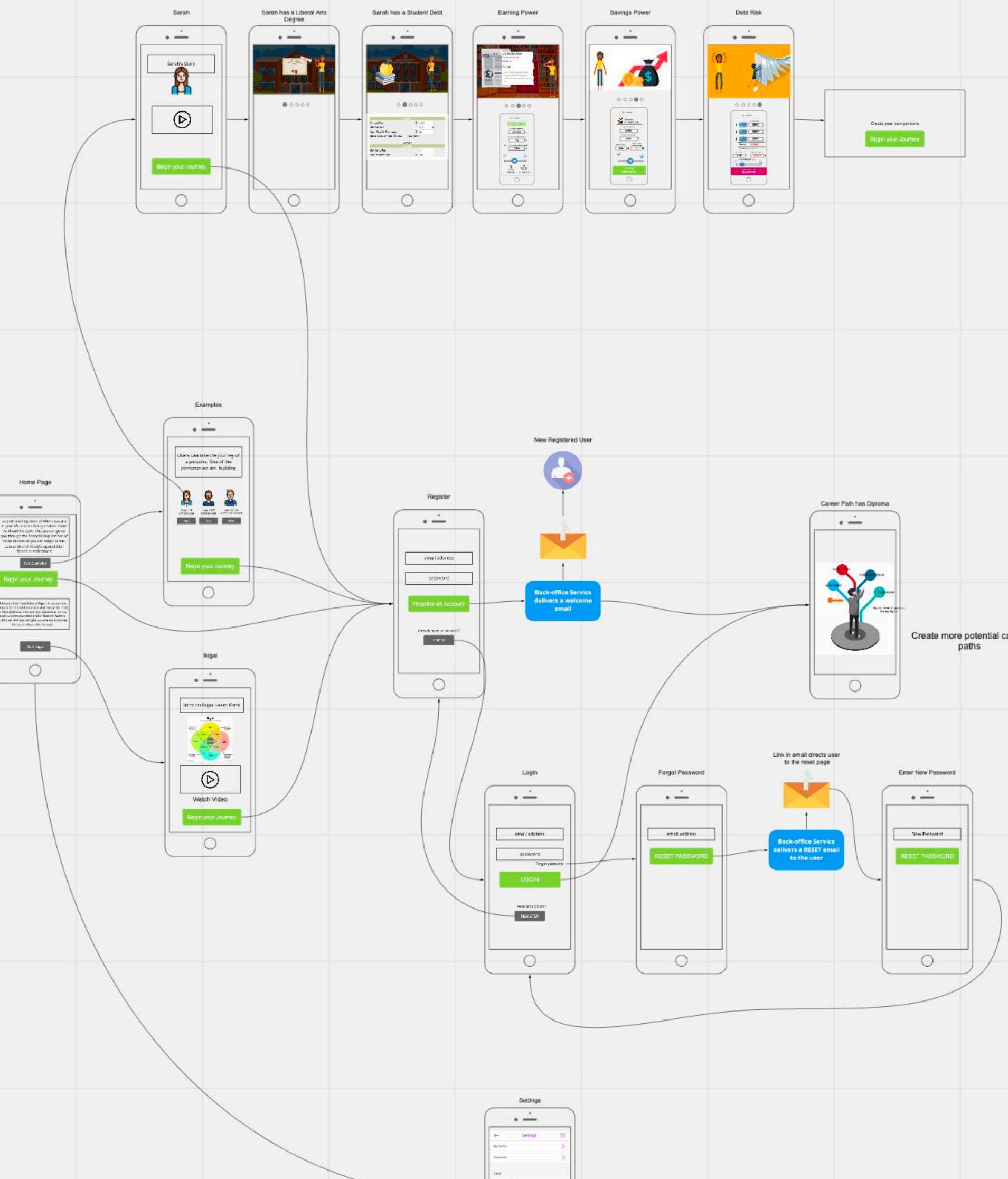


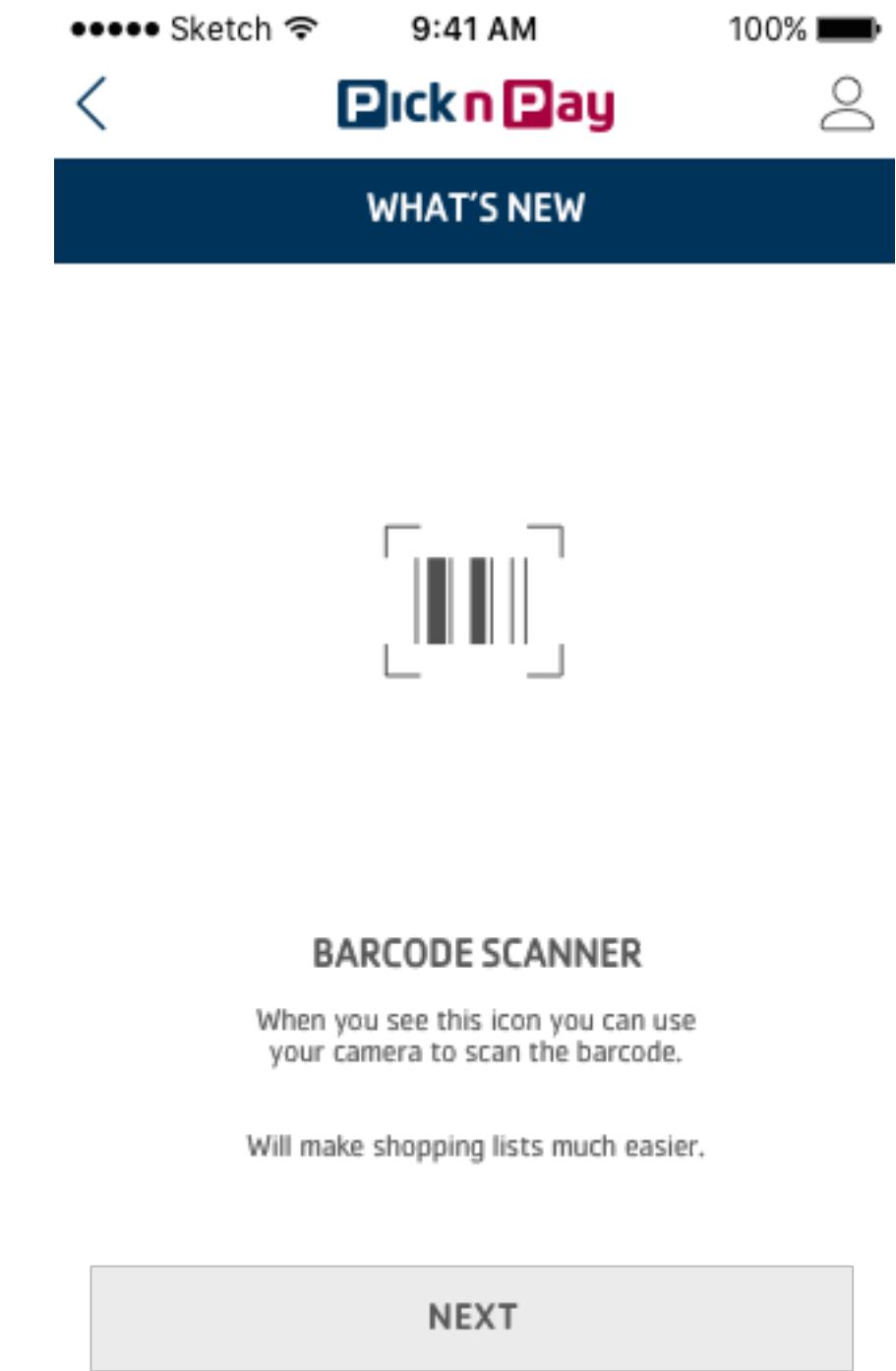
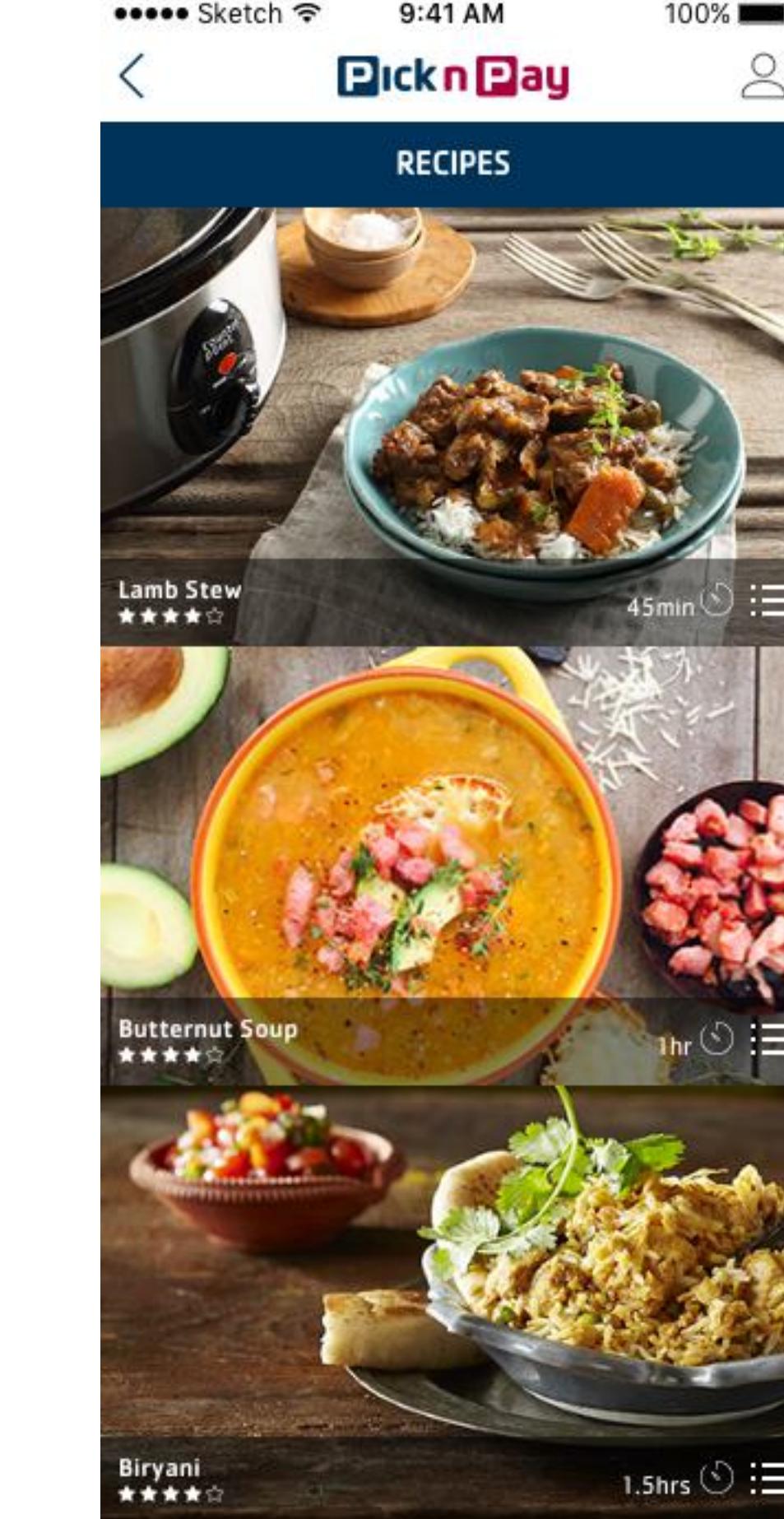
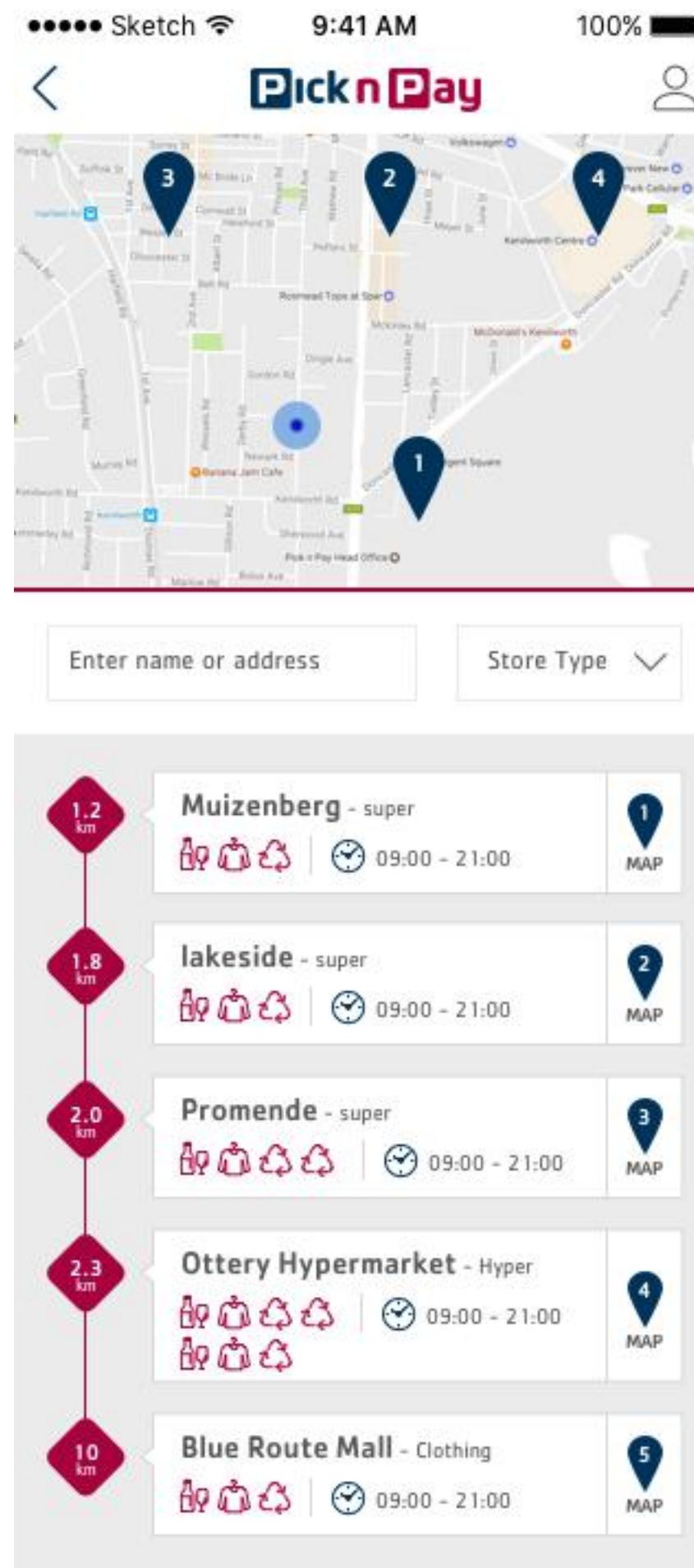
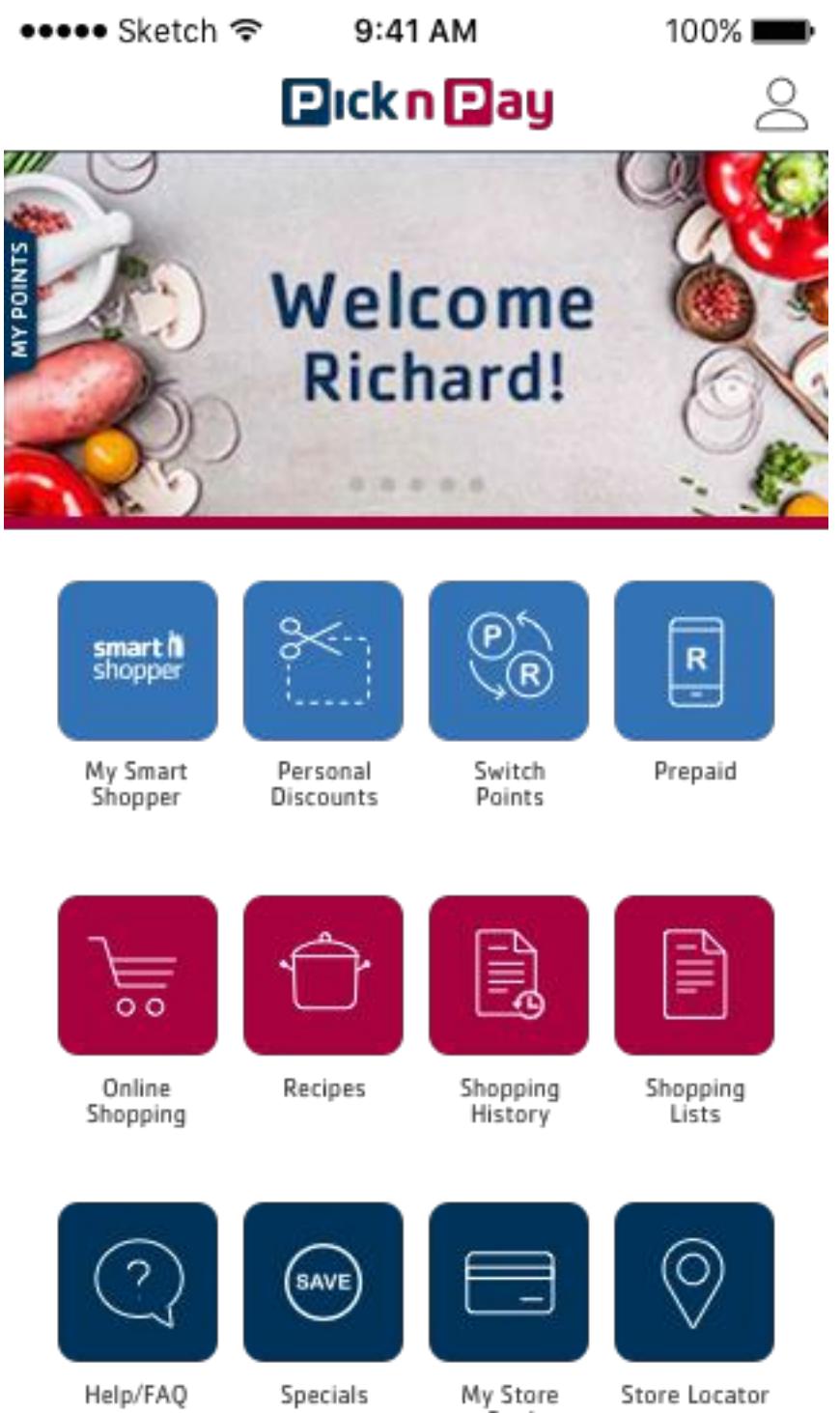
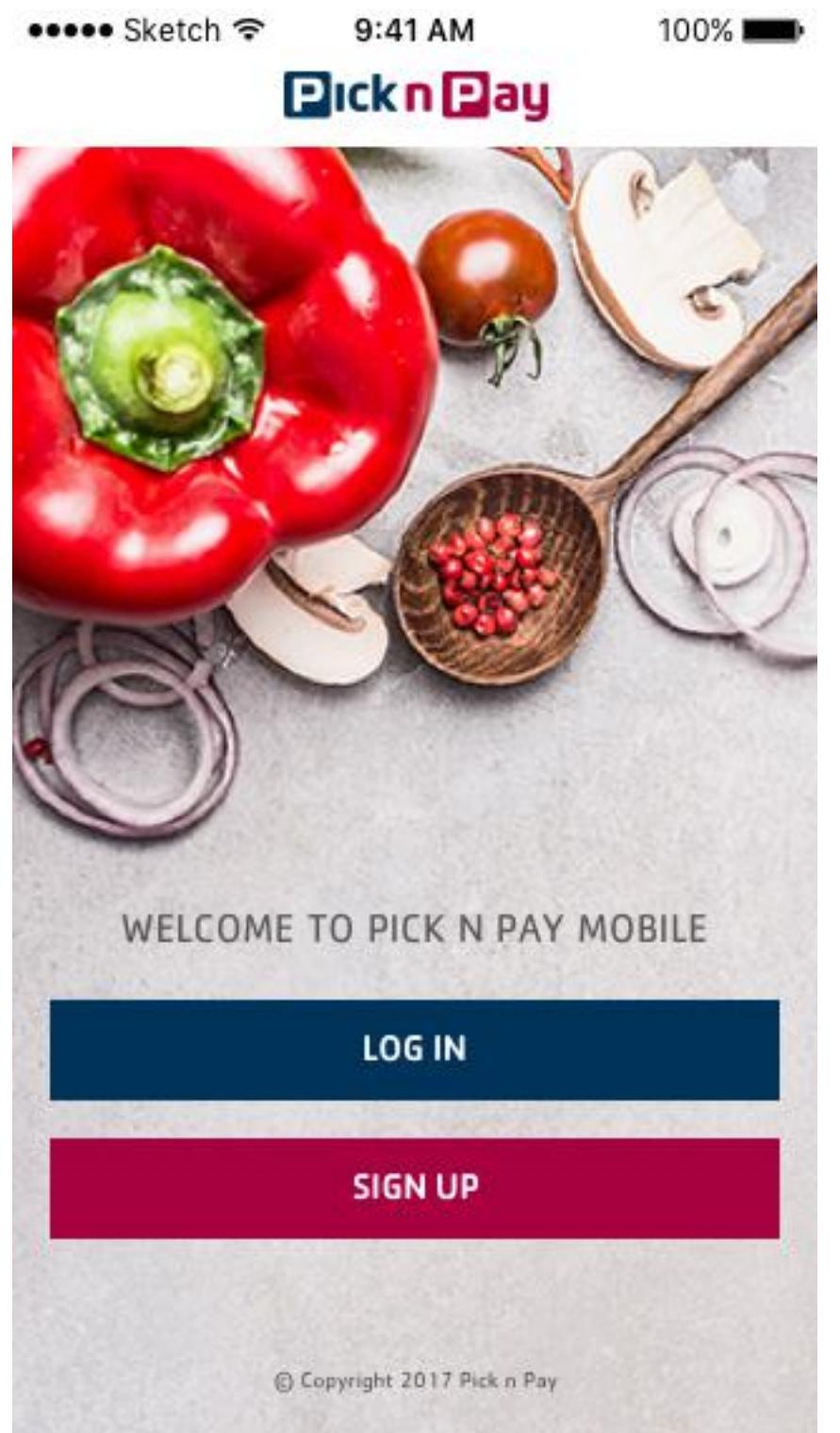
SCROLL DOWN

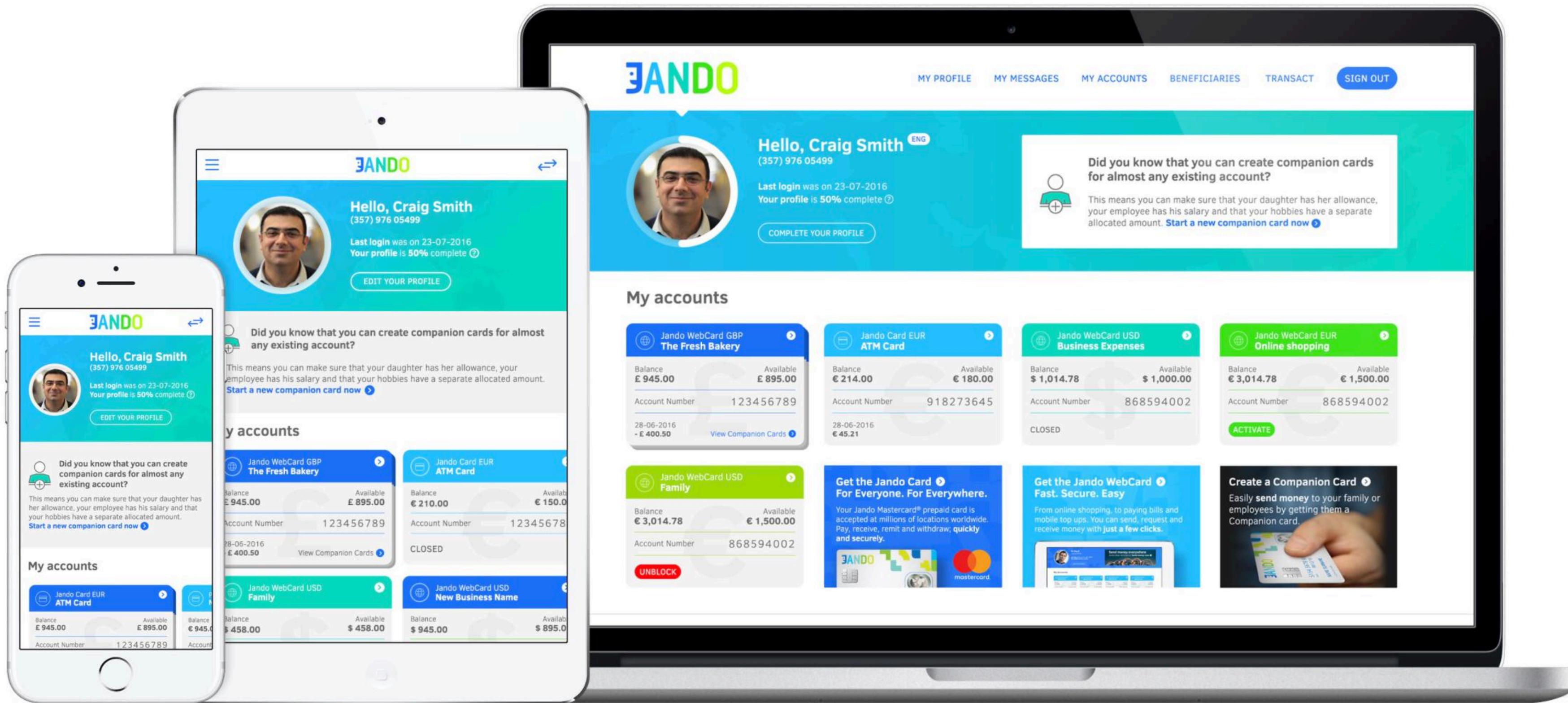


[pierrecrocquet.com](http://pierrecrocquet.com)

designed & built. Just love something clean & simple :)







## USEFUL INFORMATION

[Find Jando Outlets](#)  
[Policies & Terms](#)

## ABOUT JANDO

[How To Jando](#)  
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## SUPPORT

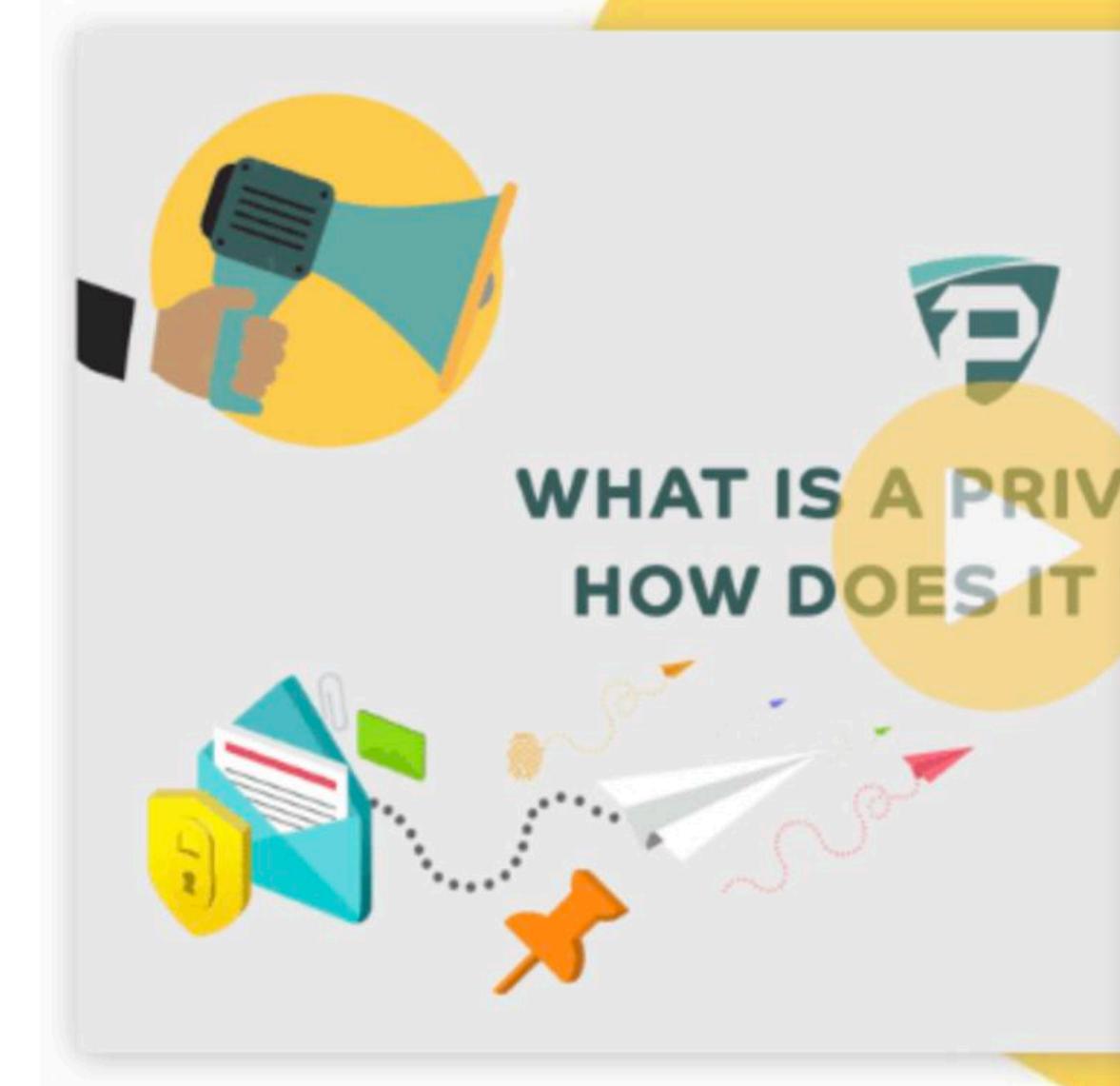
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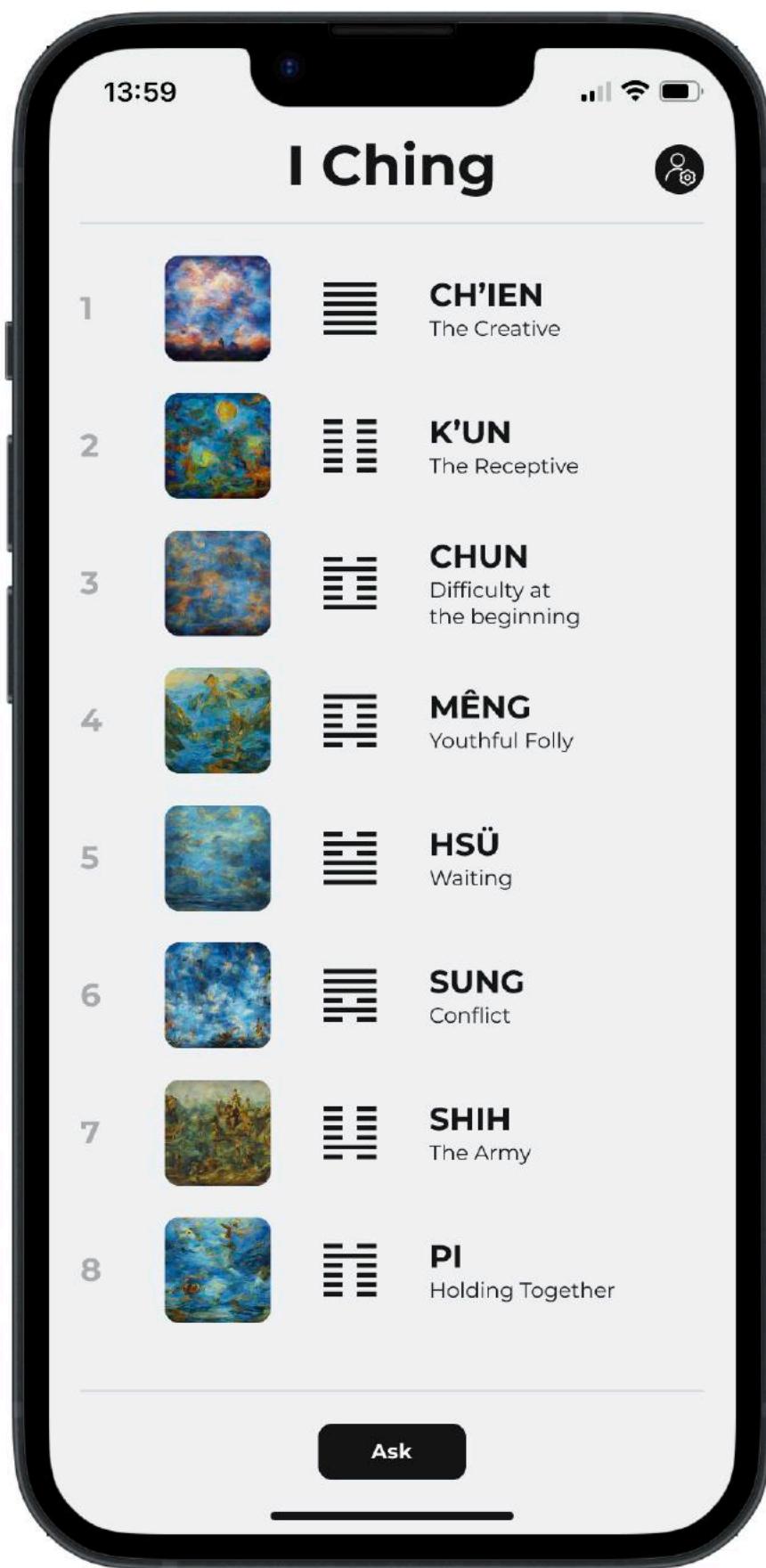
Jeff Gothelf with Josh Seiden

# LEAN UX

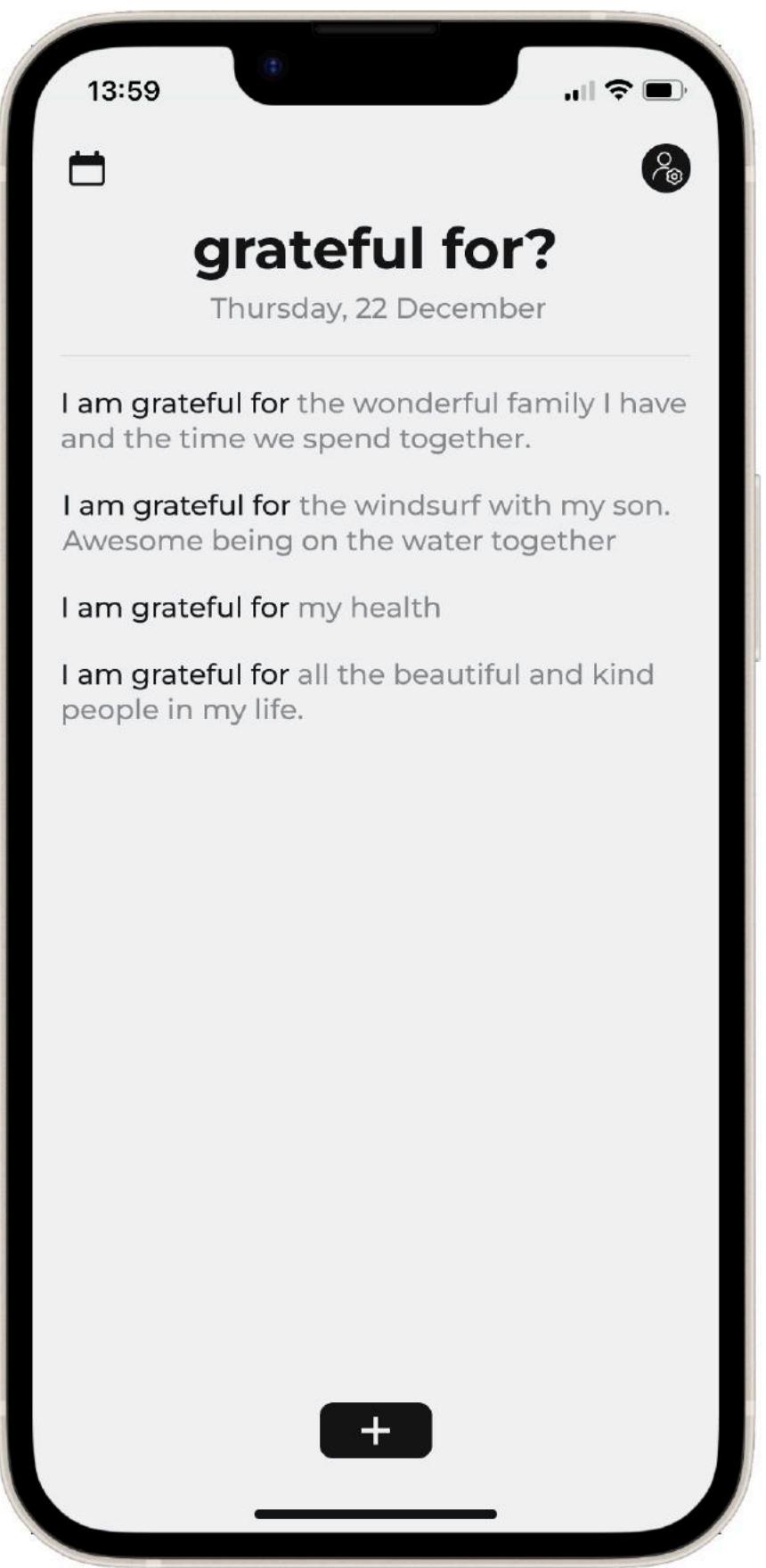
Applying Lean Principles to Improve User Experience

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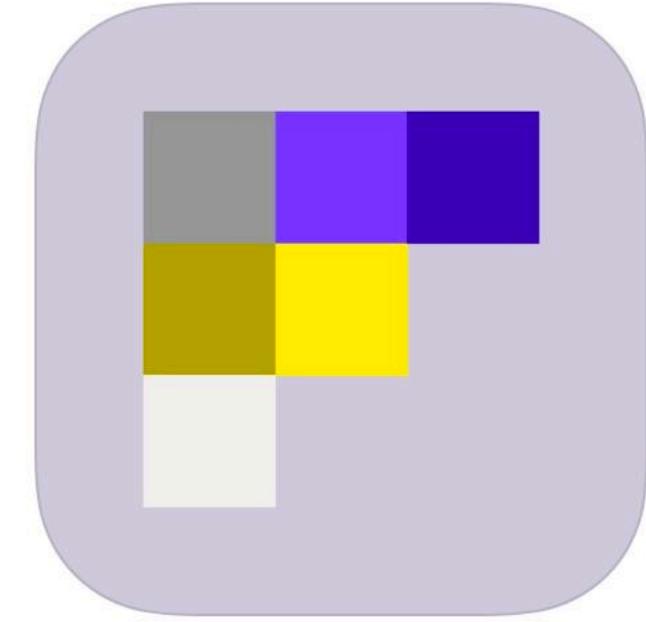
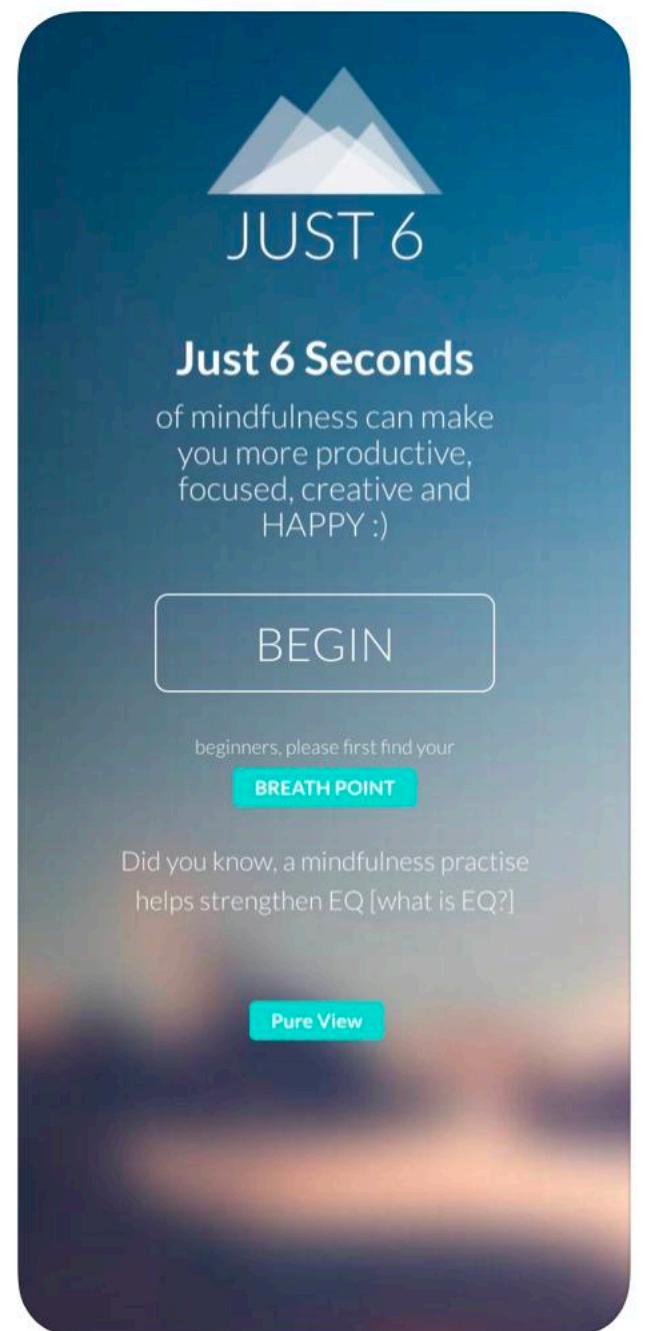
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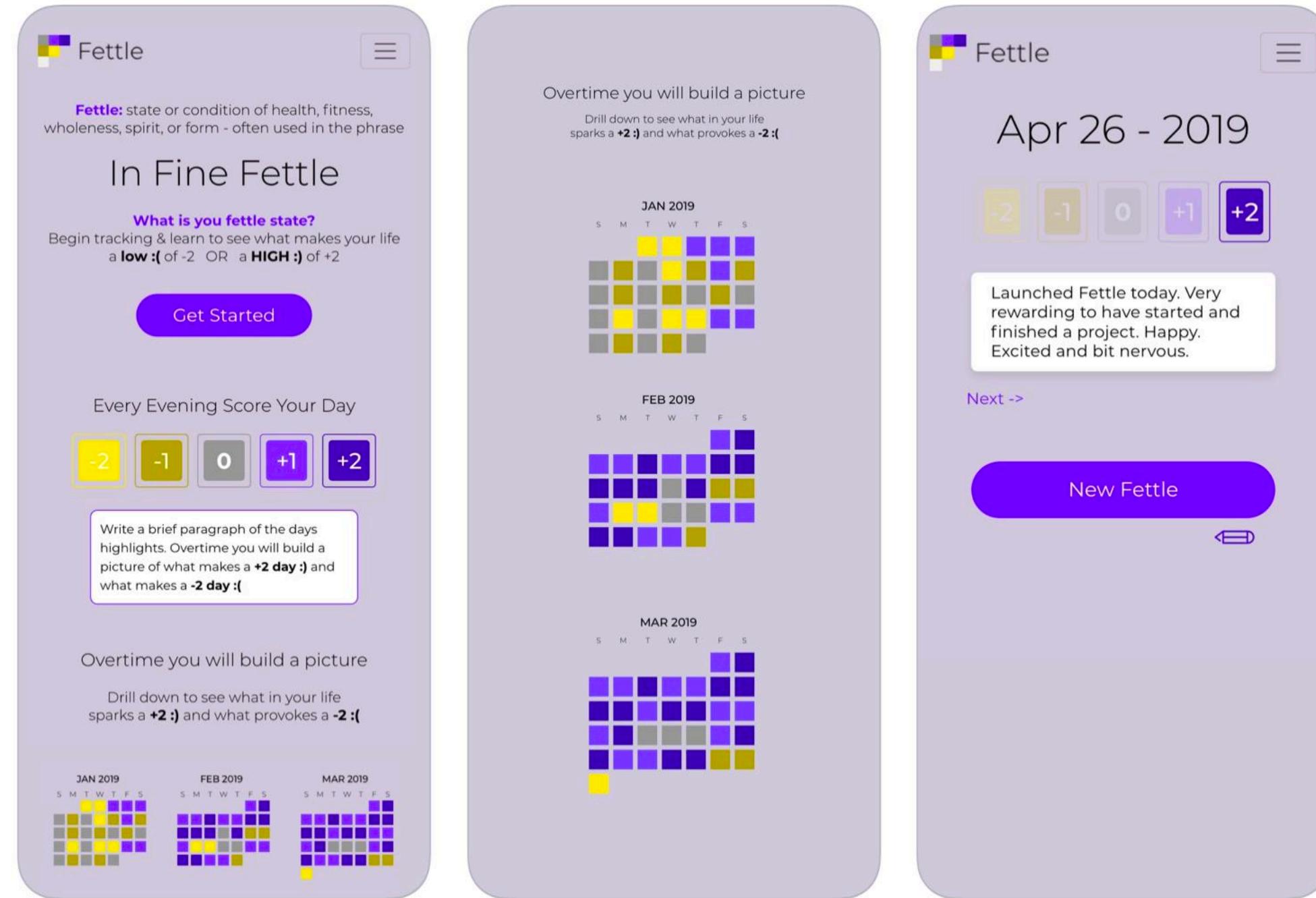
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## Just 6 Mobile App



## Fettle Mobile App

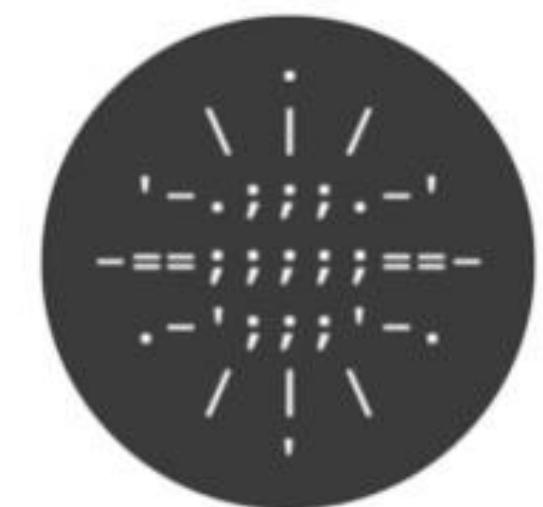
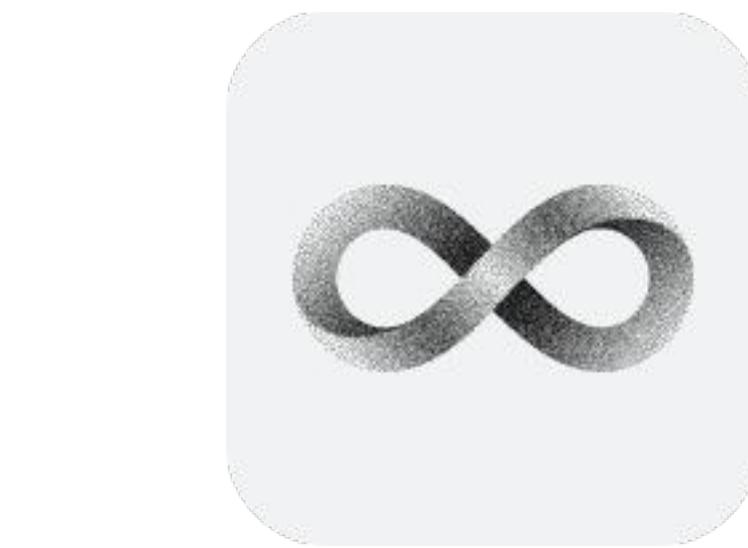


# LOGOS



S I M P L I C I T Y   I S   T H E  
U L T I M A T E  
S O P H I S T I C A T I O N

LEONARDO DA VINCI





# I LIKE TO PAINT

MY CREATIVE OUTLET

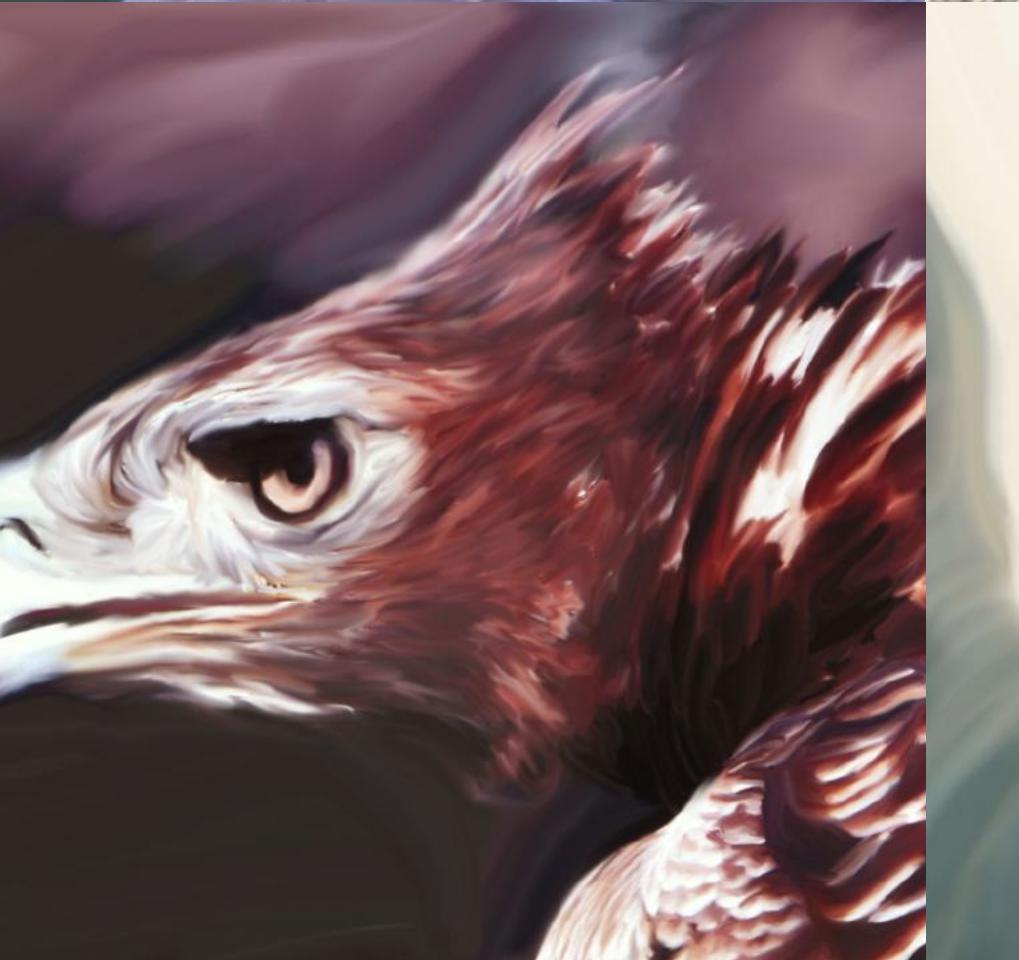
I believe in balance so my technical pursuits are balanced with creative outlets.

Artwork is hand painted on an iPad and iPhone using the Procreate app, an awesome painting tool.

**Portfolio:** [jamesgodwin.deviantart.com/gallery/](http://jamesgodwin.deviantart.com/gallery/)



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Artwork hand painted on iPhone with Procreate App

## THANKS FOR TAKING A LOOK

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