



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/

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**

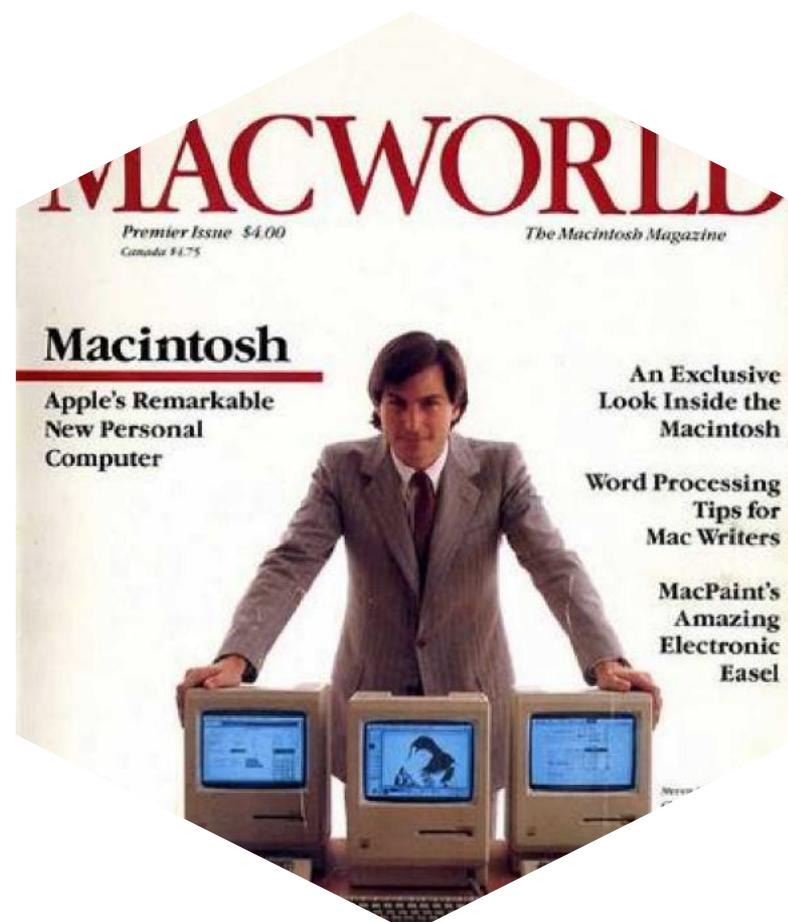


“

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**.

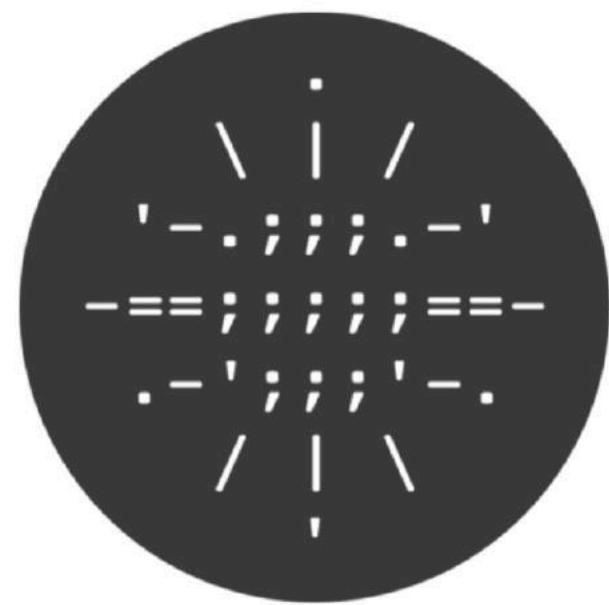
2014

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.
Helping people **design** and **build**
user friendly web apps.



2018

Senior UI/UX Designer: At
www.privyseal.com. Building new
User Journey and upgrading design
and user functionality.



2019-2021



CXO: At www.swiftvee.com.
Co-founder - Exploring AgriTech

My UI/UX Timeline



from

opsi.

2020

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

2022

Senior UX Specialist: At [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 two companies that won the
Google Launchpad Accelerator program.



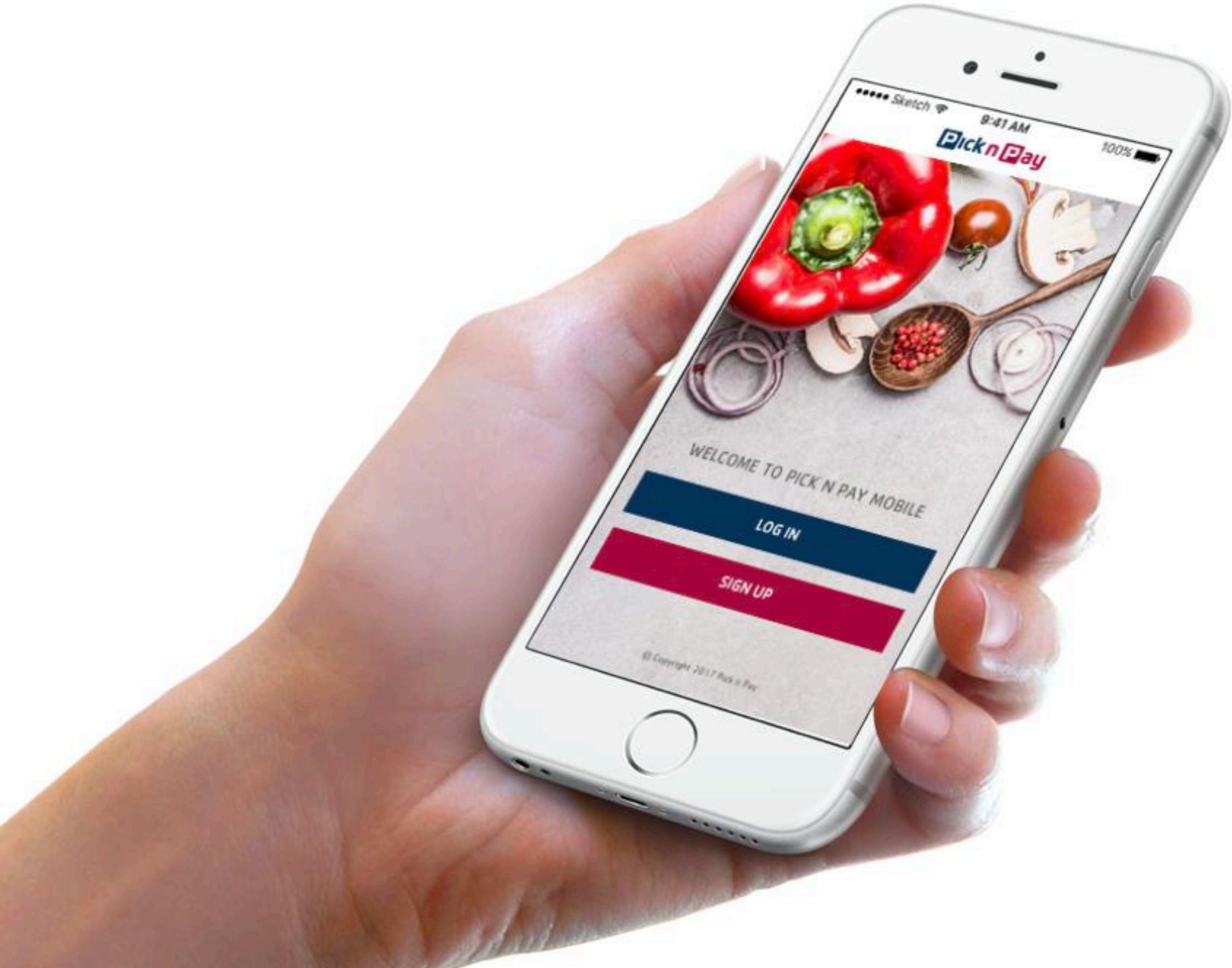
JUMO

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 a wheelchair since age 18.



“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

This wireframe shows the homepage of the Numotion website. It features a header with the Numotion logo, a search bar, and navigation links for About Us, Catheters, Brands, Insurance, Info Center, Contact Us, and My Account. Below the header is a main content area. On the left, there's a section titled "Female Catheters" with a "FREE SAMPLE" button. To the right, there's a "Product Details" section with a large image of a catheter, followed by a "Testimonials" section showing three circular icons with names: Jane Smith, Jack Smith, and Mike Miller, each with a short testimonial. At the bottom is a "Featured Products" section with a "View More" button.

This wireframe shows a detailed product page for a catheter brand. It includes a header with the Numotion logo and a "Call for assistance +1 (800) 272-0381" link. The main content area features a "Catheter Brand" section with a large image of a catheter, followed by a "Brand Logo" section, and a "Brand Details" section with a large amount of placeholder text. At the bottom is a "Testimonials" section showing three circular icons with names: Jane Smith, Jack Smith, and Mike Miller, each with a short testimonial.

This screenshot shows the homepage of the Numotion website. The top navigation bar includes links for About Us, Catheters, Brands, Insurance, Info Center, Contact Us, and My Account. A prominent orange "FREE SAMPLE" button is located in the top right corner. The main content area features a large image of a woman in a wheelchair using a laptop, with the text "The best choice for your intermittent catheter needs." Below this are two buttons: "REQUEST FREE SAMPLE" and "SPEAK TO A REPRESENTATIVE". A white callout box titled "Why trust us" contains three sections: "Personalized Solutions" (describing personalized mobility solutions), "Insurance Specialists" (describing navigating health plans), and "Committed to you" (describing support through emergencies). At the bottom is another "REQUEST FREE SAMPLE" button.

This screenshot shows a product page for female catheters. The top navigation bar is identical to the homepage. The main content area features a large image of a woman in a wheelchair using a laptop. Below this is a section titled "Female Catheters" with the text "No matter the type of catheter products or material, we can get it for you." It also includes a "REQUEST FREE SAMPLE" button.



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

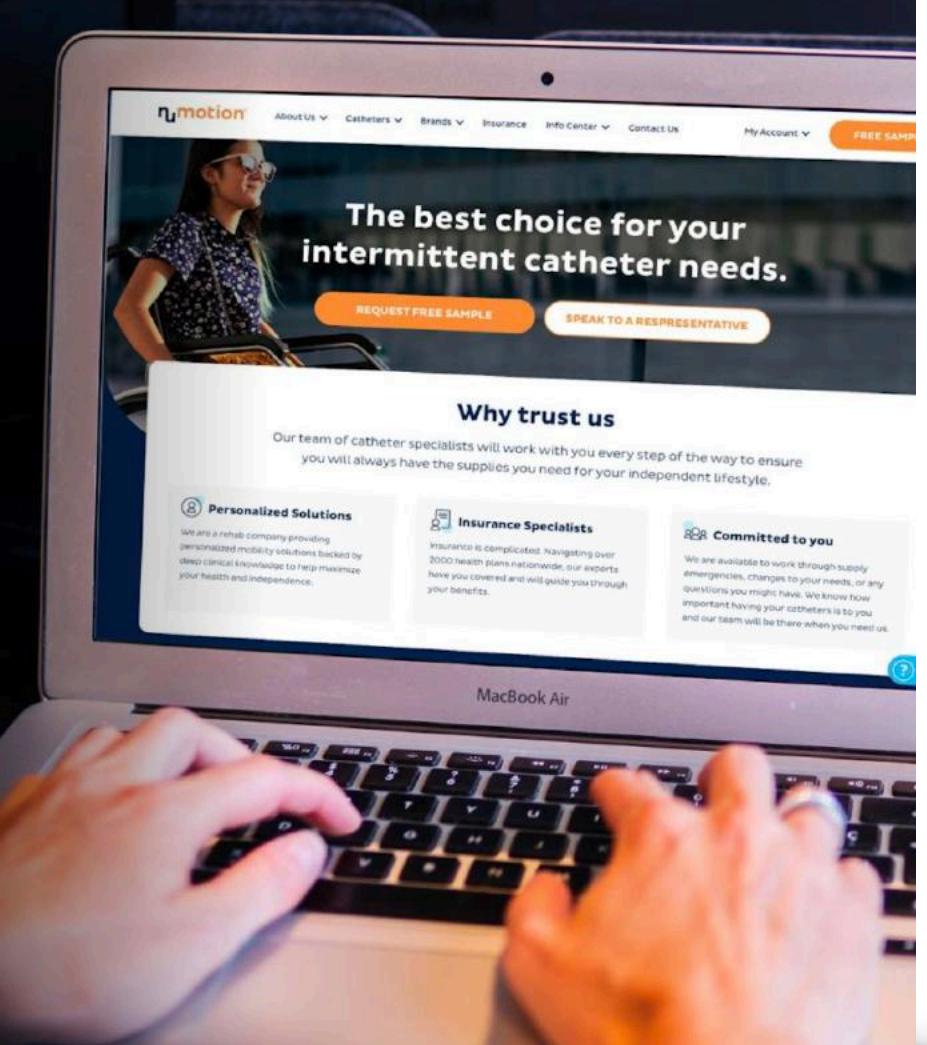
1. How would you start your research process?
2. Do you feel like you need to do research or do you already know what product you would like to sample?

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



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

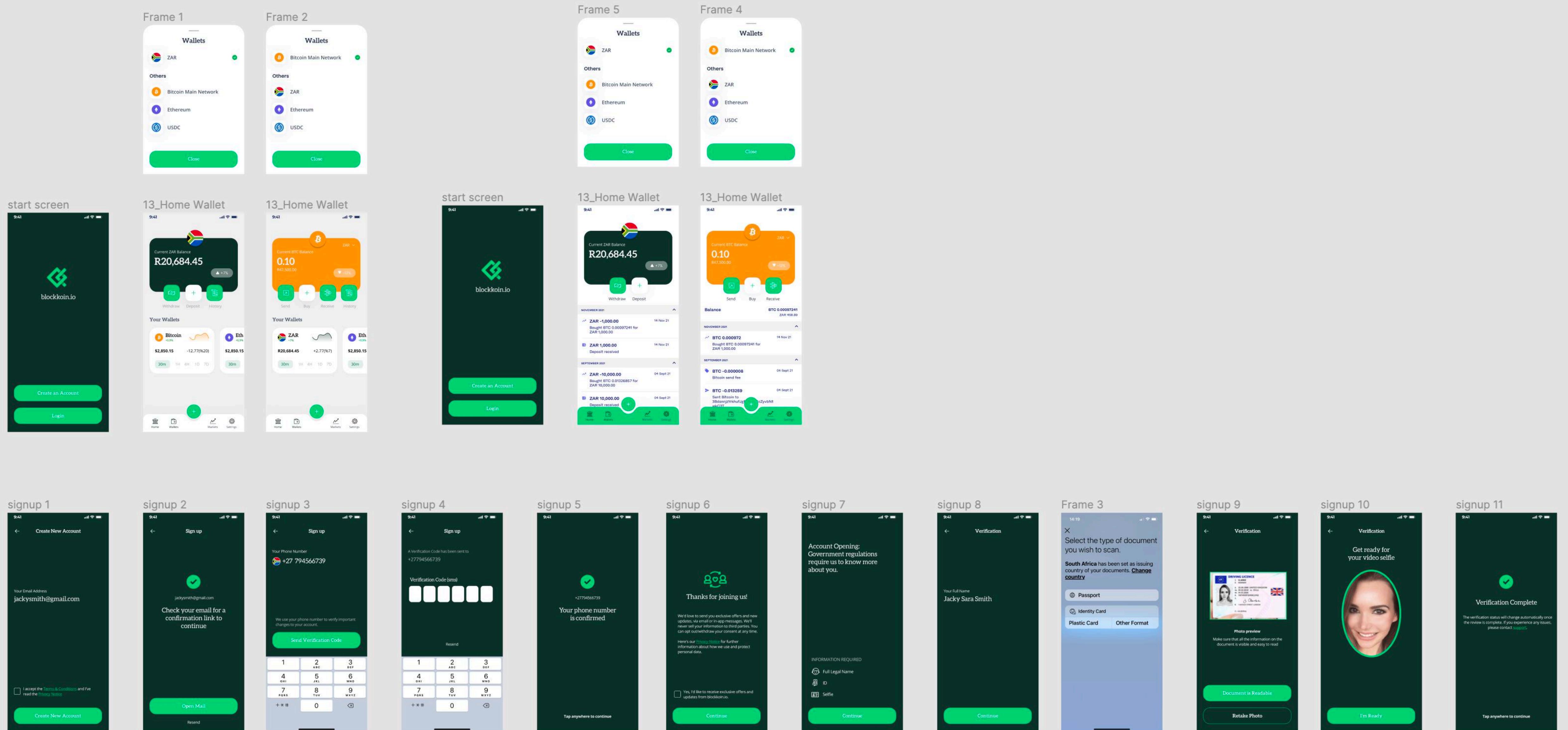
- Make sure I'm working as efficiently
- Help grow our franchisees to help t
- Have a recommended partner to su

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 - helping companies understand UX to benefit their business

XM On Boarding Brand Guide

Task: Upload a background image for the Introduction section.

⌚ Effectiveness

86%



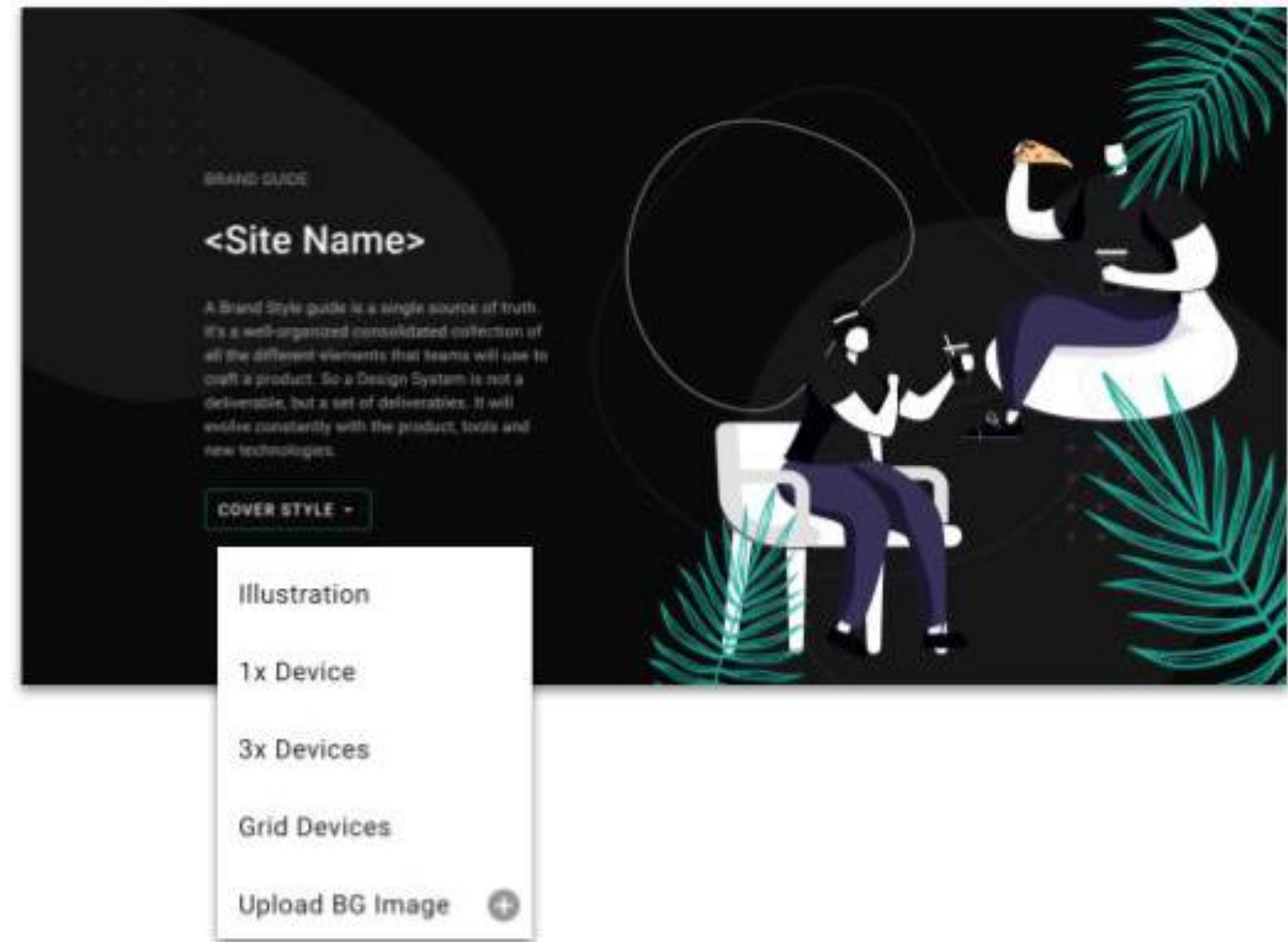
confidence intervals
Lower CI: 0.6086 Mean: 86% Upper CI: 0.9752

⌚ Efficiency

Geometric Mean:

33.56s

confidence intervals
Lower CI: 21.2s Geometric Mean: 33.56s Upper CI: 53.2s



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

Divider lines

Checkbox

Radio button

Switch

Form fields

Accepted formats: *.xls, *.xlsx, *.xism

	* Default	* Hover	* Active	* Disabled	* Error	Default
Dropdown	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾ Error Text	Label Value ▾
Text	Label * Value	Label * Value	Label * Value	Label * Value	Label * Value Error Text	Label Value
Date	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾ Error Text	Label Value ▾
Time	Label * Value ⓘ	Label * Value ⓘ	Label * Value ⓘ	Label * Value ⓘ	Label * Value ⓘ Error Text	Label Value ⓘ
Date & time	Label * Value ▾ ⓘ	Label * Value ▾ ⓘ	Label * Value ▾ ⓘ	Label * Value ▾ ⓘ	Label * Value ▾ ⓘ Error Text	Label Value ▾ ⓘ
Effective date	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾ Error Text	Label Value ▾
Picklist	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾ Error Text	Label Value ▾
Multi-select	Label Label X	Label Label X	Label Label X Value X	Label Label X	Label Label X Error Text	Label
Numeric	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾	Label * Value ▾ Error Text	Label Value ▾
Text area	Label * Value	Label * Value	Label * Value	Label * Value	Label * Value	Label Value

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.

Grid Toolbar

Grid Header

Processes 47709 System Cancelled

Filter Dataset bar

FILTERS Location ID *2_FQI_24ED Effective Start Date To Effective End Date

FILTERS Location ID *2_FQI_24ED Column Operator Value And/Or RESET APPLY

FILTERS Location ID *2_FQI_24ED Column Operator Value And/Or RESET APPLY

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](#)

SIGN UP

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

Mobile profile

SWIFT VEE

2/4 Add Personal & Business Details or [Login](#)

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

SWIFT VEE

3/4 Verify Email Address or [Login](#)

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 docs c...

SWIFT VEE

4/4 Verify Email Address or [Login](#)

Verify Email Address
Your Account is 100% complete

Account created
 Email verified
 Personal & Business details
 Uploaded documents

mobile menu l...

mobile menu l...

HOME CONTACT US

LOGOUT **ADMIN PANEL**

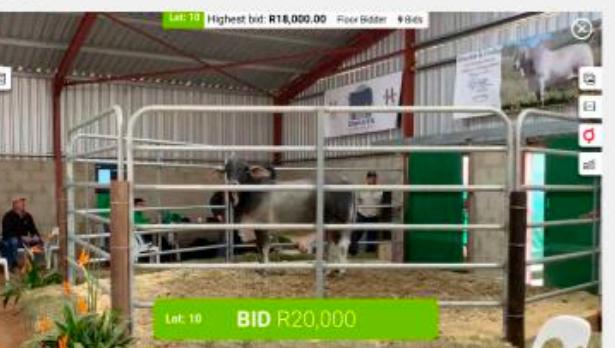
mobile menu A...

mobile menu A...

HOME USERS AGENCIES LOT-TYPE AUCTIONS

LOGOUT **USER PANEL**

bid



highest bidder



you won bid



lot photo



lots view



lot list



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.

DO YOU KNOW WHAT WE'RE TALKING ABOUT? IF YOU DON'T, ENCAPSULATE THIS EMAIL AND REPORT ANY SUSPICIOUS ACTIVITY TO OUR FRIENDLY SUPPORT TEAM.

Best Cross Platform Auction App!

YOU RECEIVED THIS EMAIL BECAUSE YOU REGISTERED AT SWIFTVEE.COM. IF YOU DIDN'T MEAN TO RECEIVE IT, DON'T WORRY! CLICK THIS UNSUBSCRIBE LINK.

UNIT 101, MANSYI PLAZA, 7 RUMPHORN ROAD, WOODBROOK, 7525, SOUTH AFRICA | +27 84 832 48 39 | SWIFTVEE.COM | +27 11 777 0770

email account ...

SWIFT VEE

Your AuctionApp Account Is Active

HEY JAMES GOODE,

YOU'RE ALL SET UP - WELCOME TO YOUR NEW ACCOUNT. NOW IT'S 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

[SIGNUP OR LOGIN](#)

Forgot passw...

SWIFT VEE

Reset Password

PASSWORD

CONFIRM PASSWORD

[SIGNUP OR LOGIN](#)

Mobile signup ...

SWIFT VEE

COMPLETED :)

Your Account Is 100% Complete

Account created
 Email verified
 Personal & Business details
 Uploaded documents

CONTINUE

notifications

SWIFT VEE

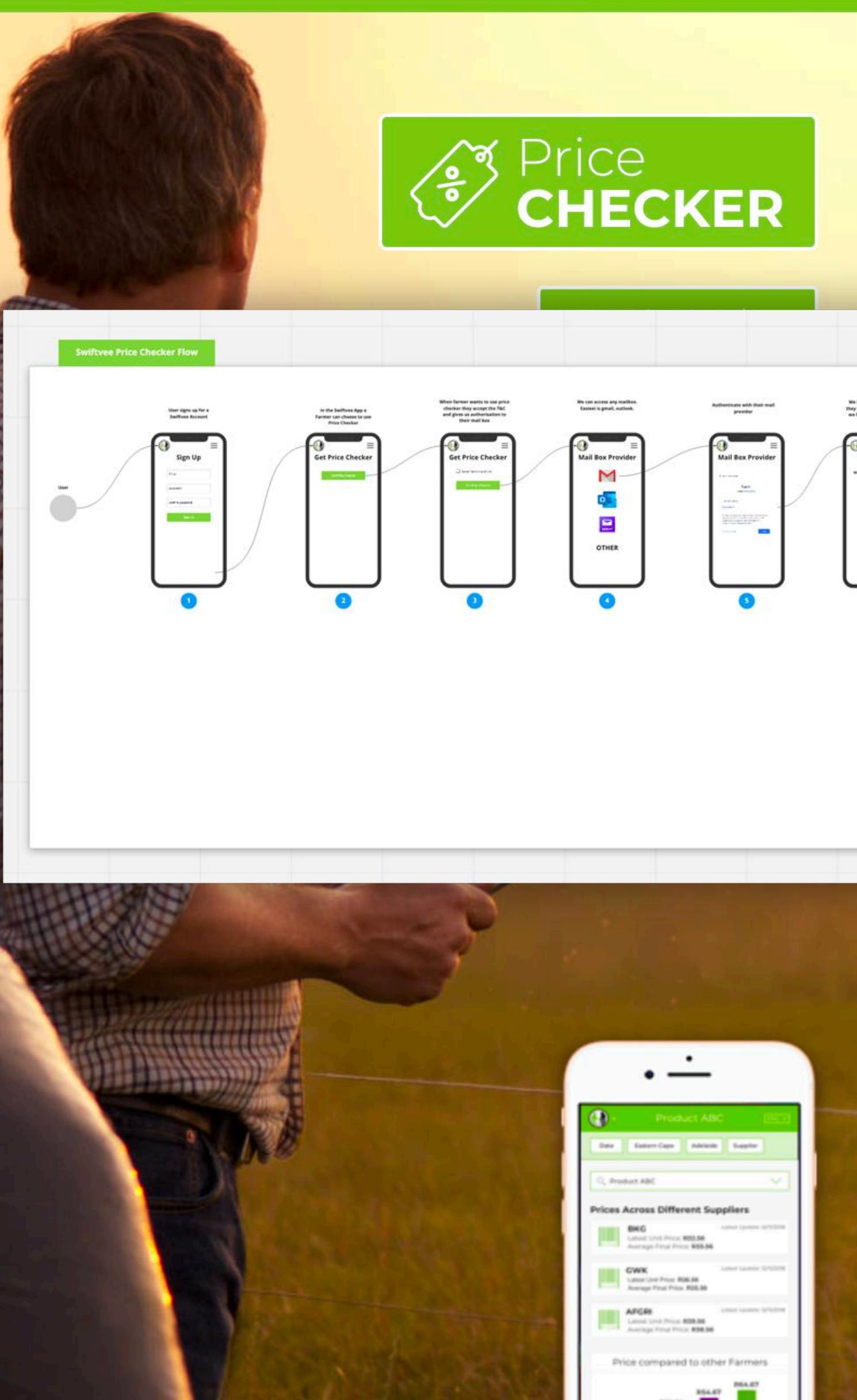
This Is An Error Message

THIS IS AN ERROR MESSAGE

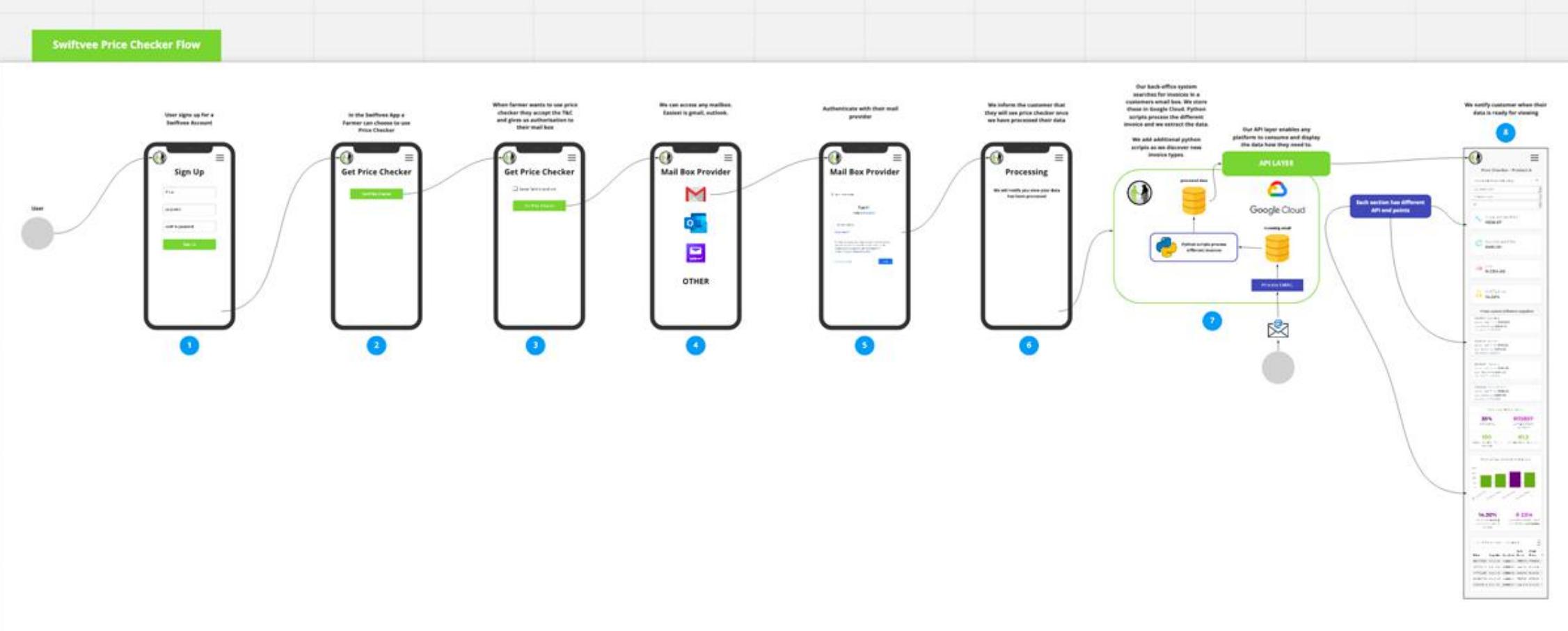
STRIKING WITH AN ERROR
STARTS 04 NOV 2020 11:00 AM SAST

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



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

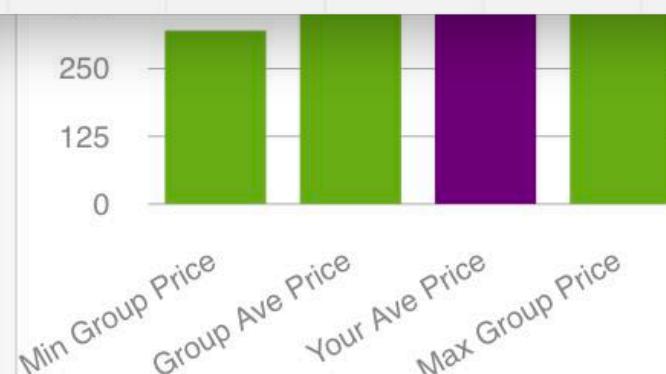
Additional Information

35%

Price Volatility

35857

Average Amount Purchased

**14.30%**

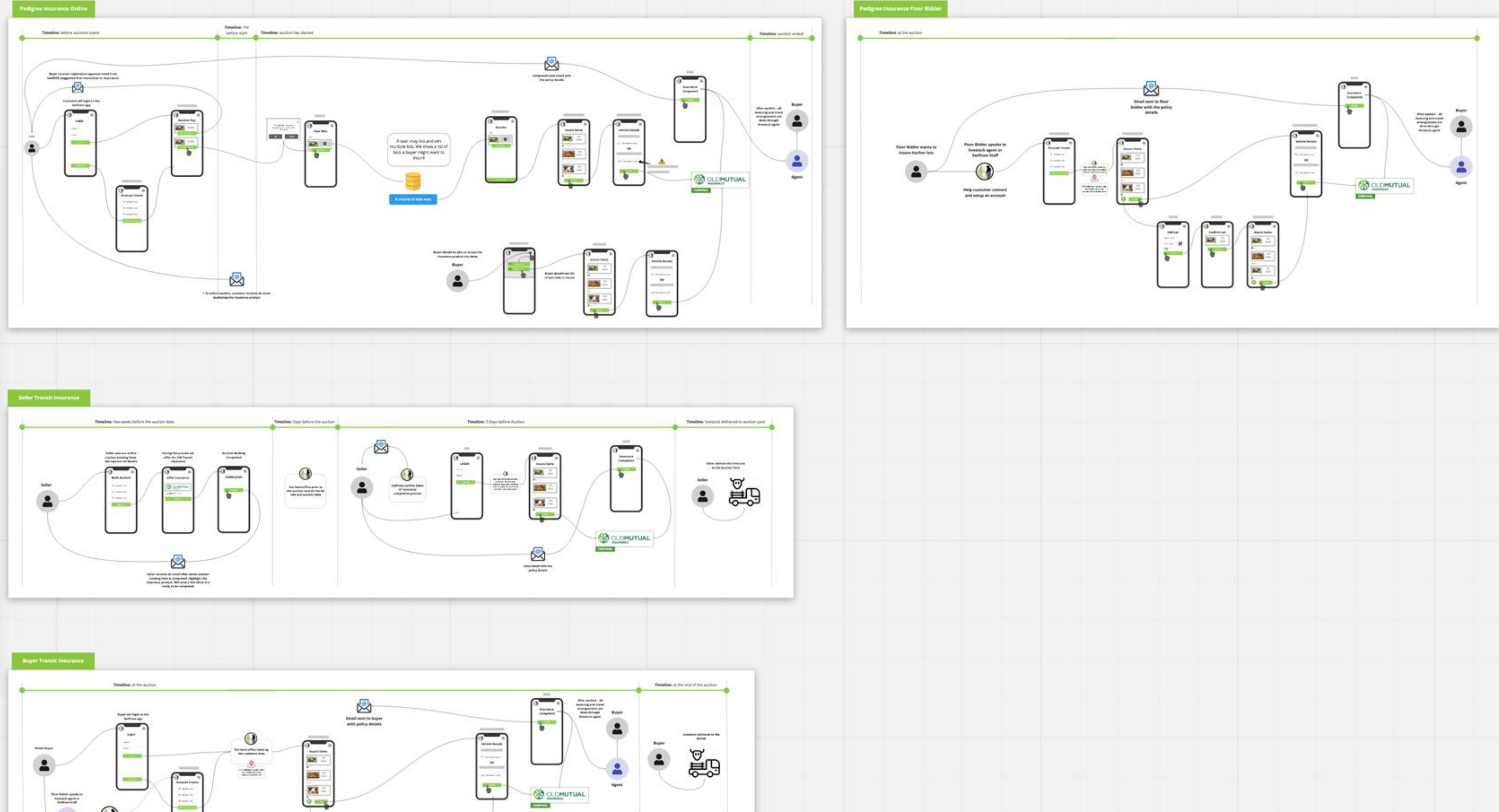
You are
overpaying
compared to
group average

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



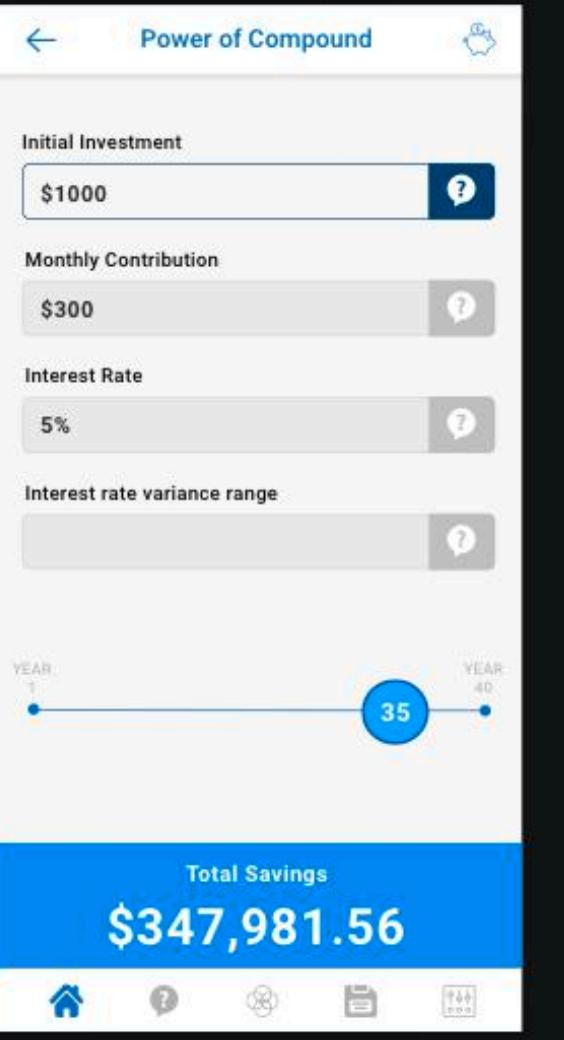
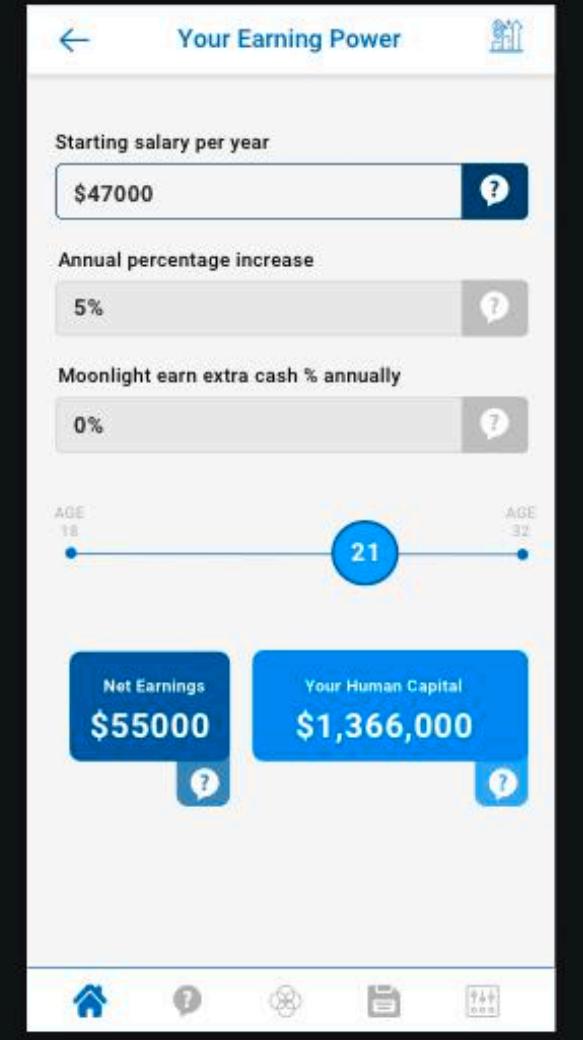
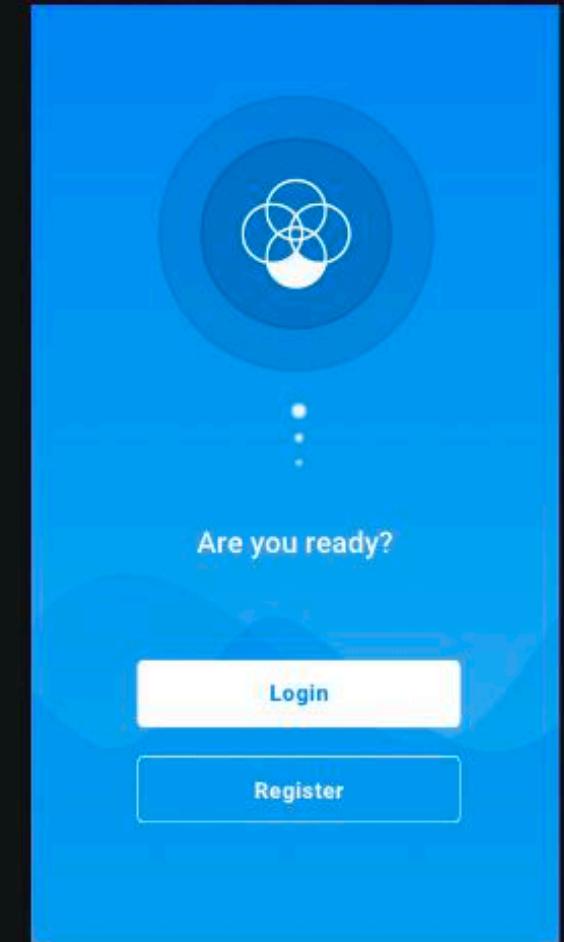
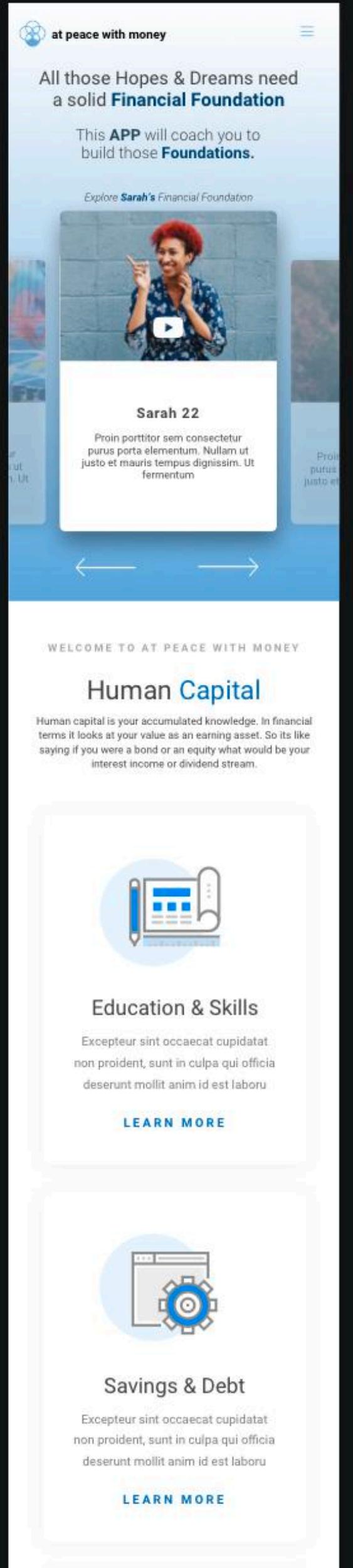
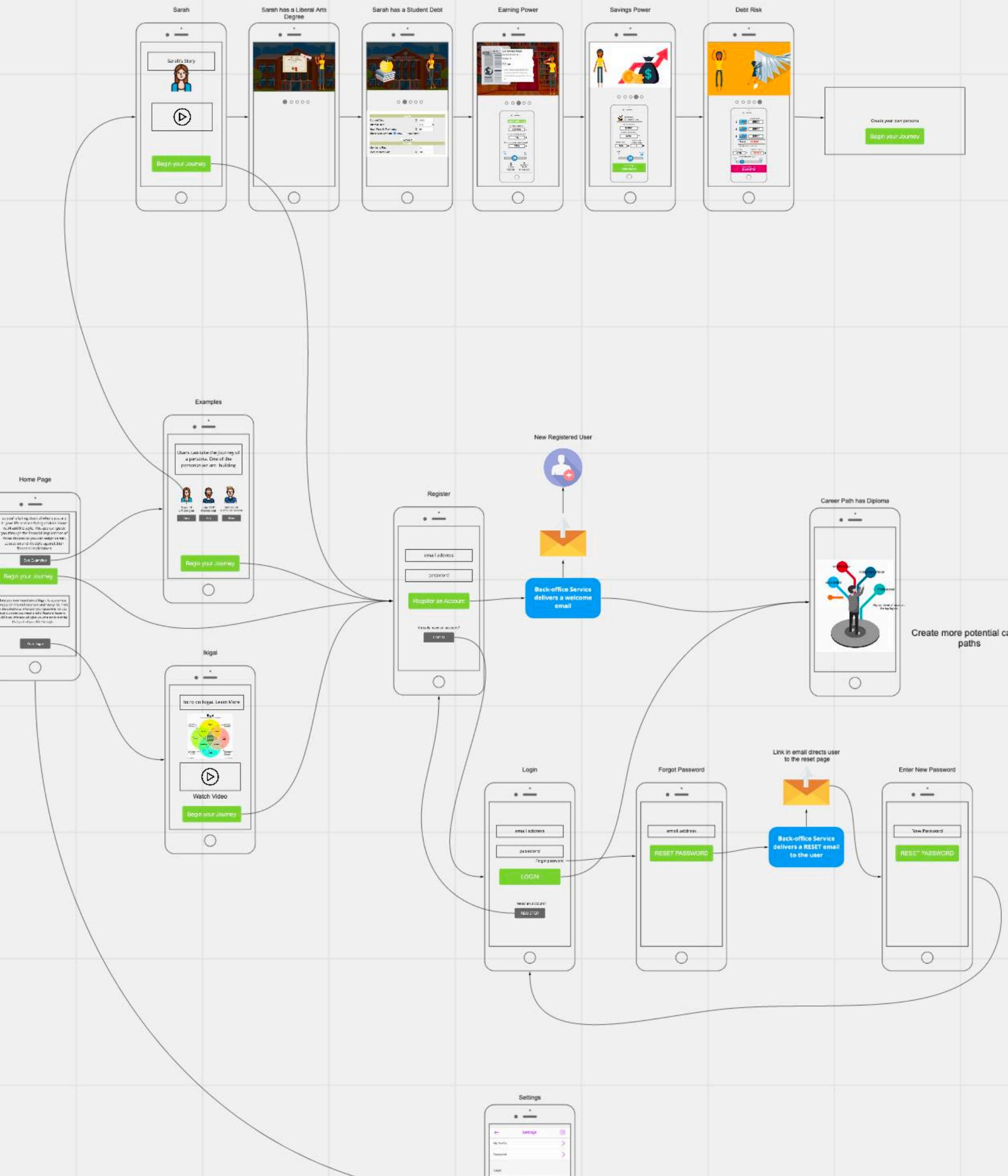
PIERRE CROQUET

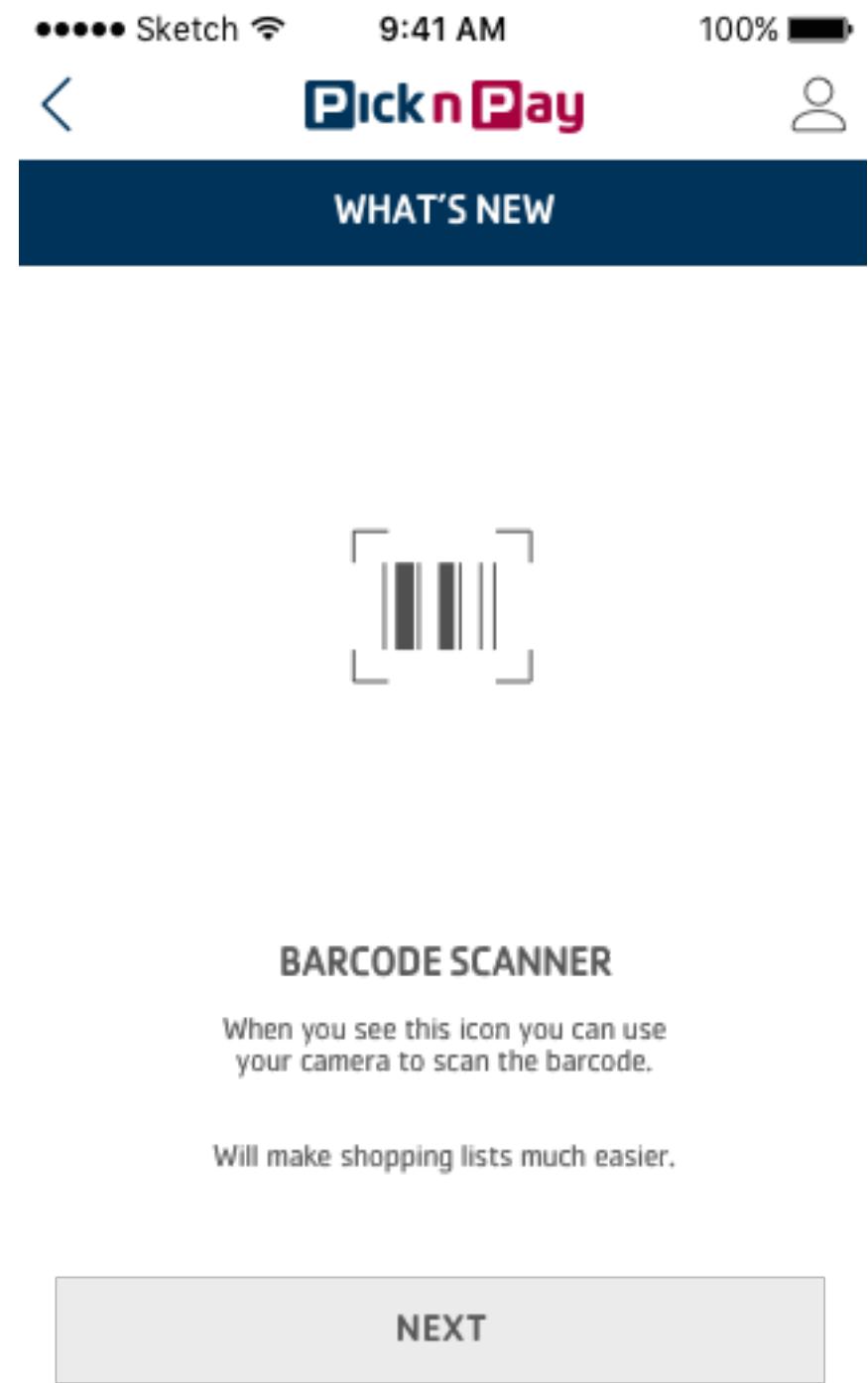
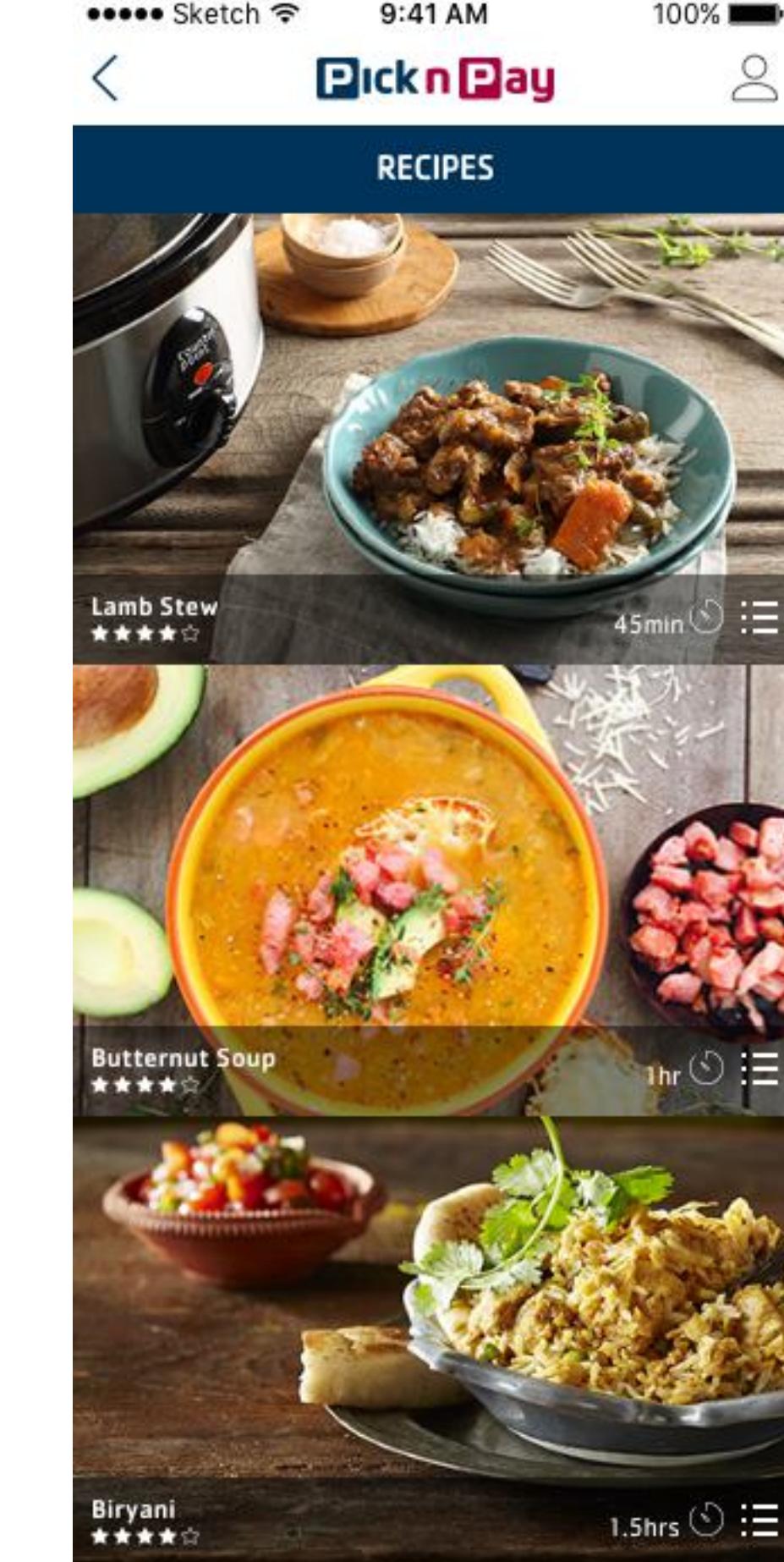
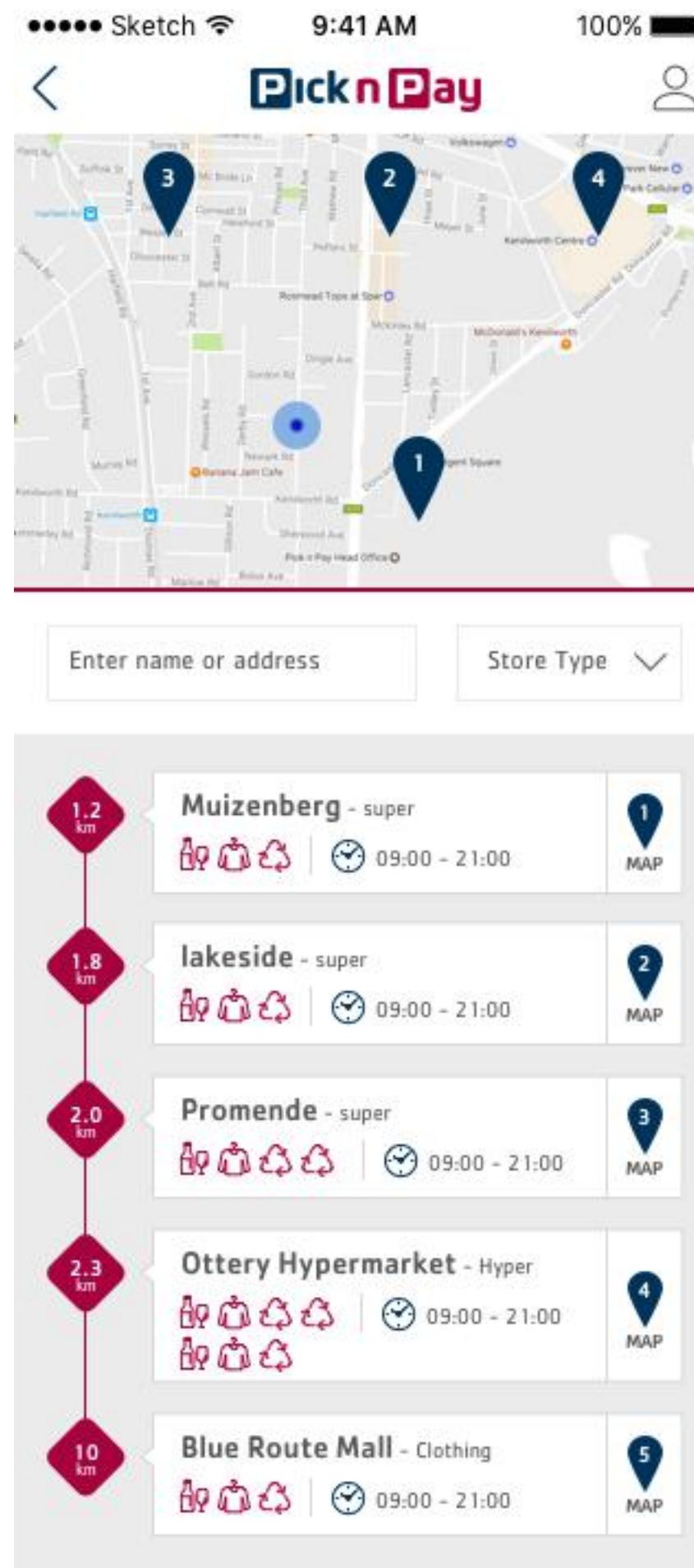
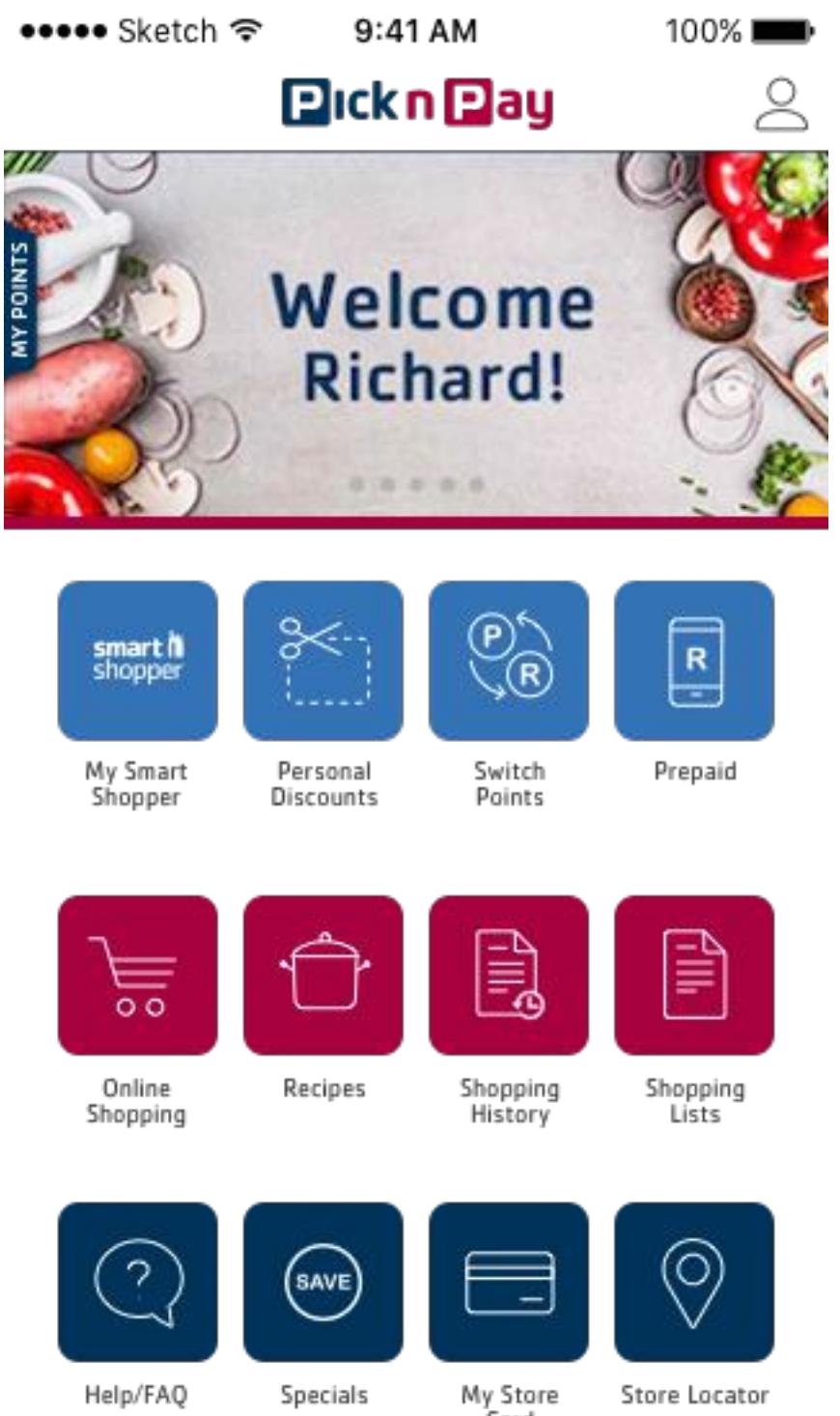
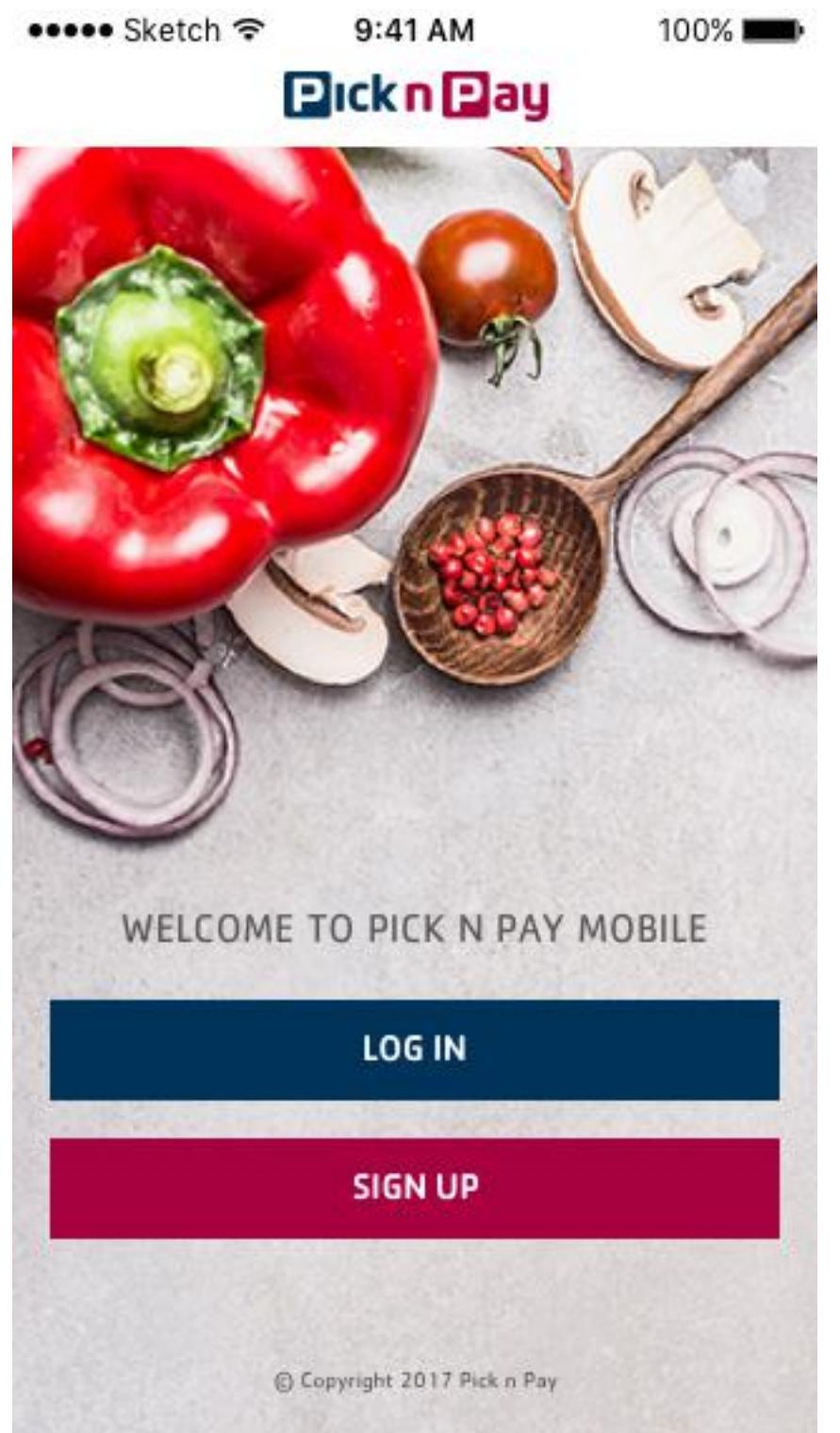


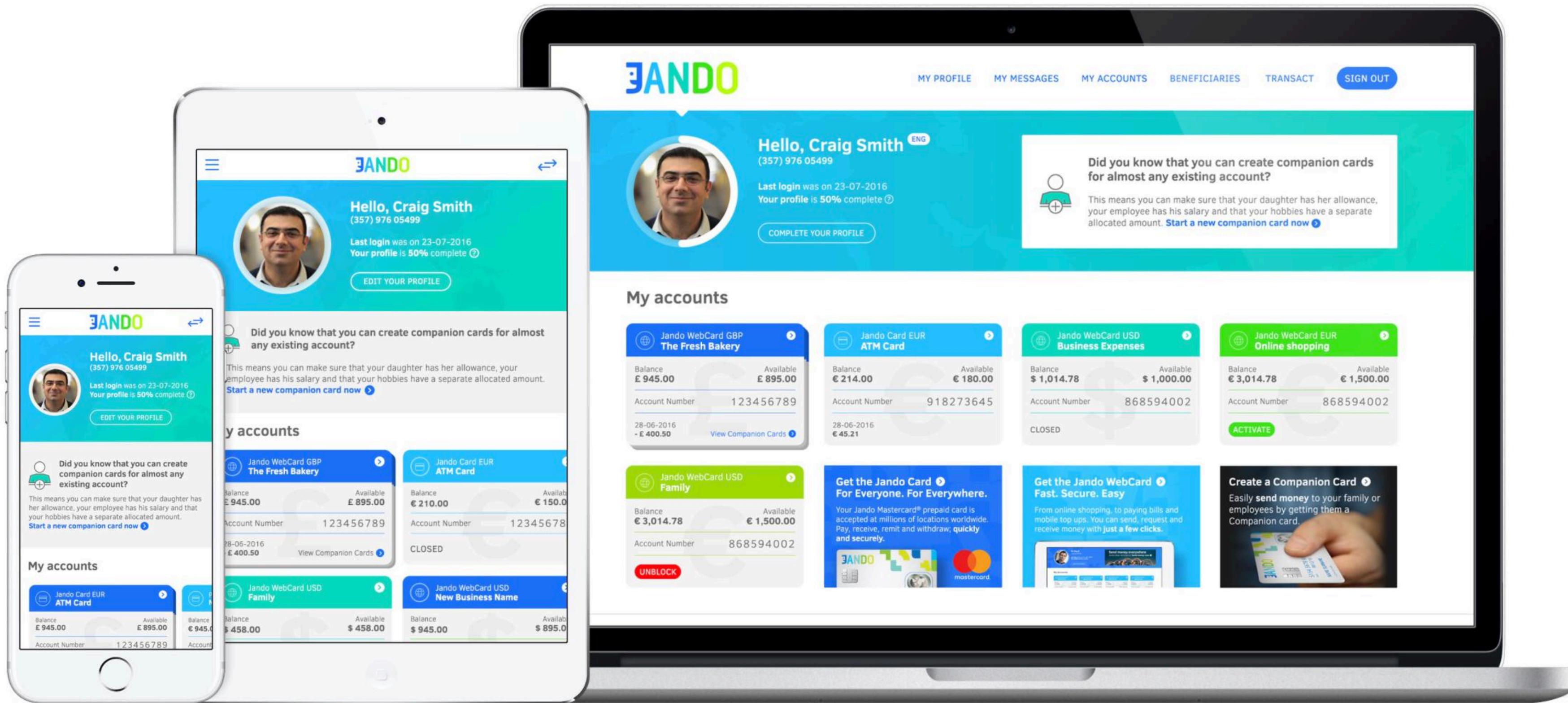
SCROLL DOWN

pierrecrocquet.com

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







USEFUL INFORMATION

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

ABOUT JANDO

[How To Jando](#)
[Investor Relations](#)

SUPPORT

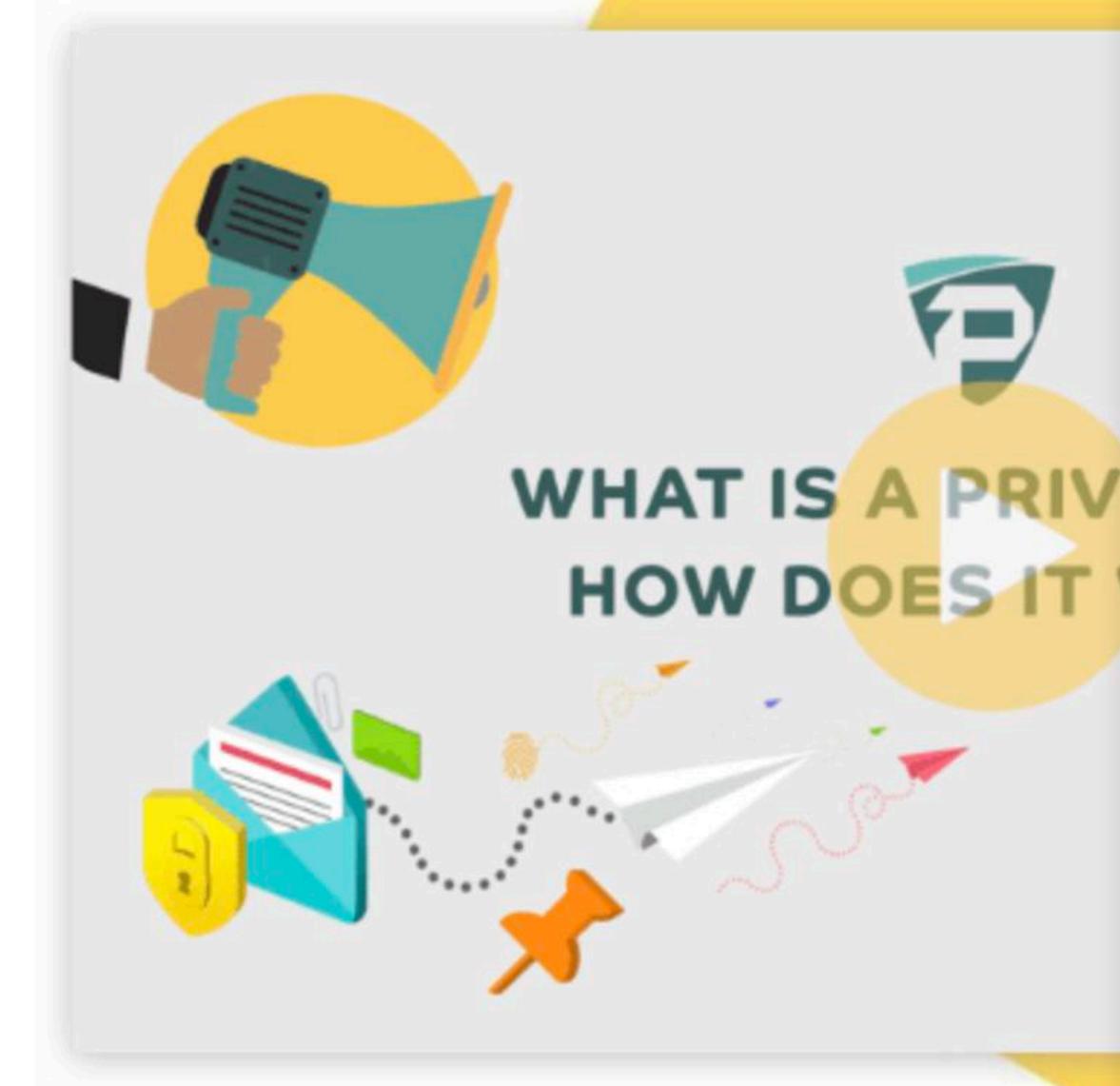
[Contact Us](#)
[FAQ's](#)

FOLLOW JANDO ON



Get your Privyseal
now, for **Free**.

Become a part of the world's most trusted
digital community.

[SIGN UP](#)

THE LEAN SERIES

Jolt Award Winner

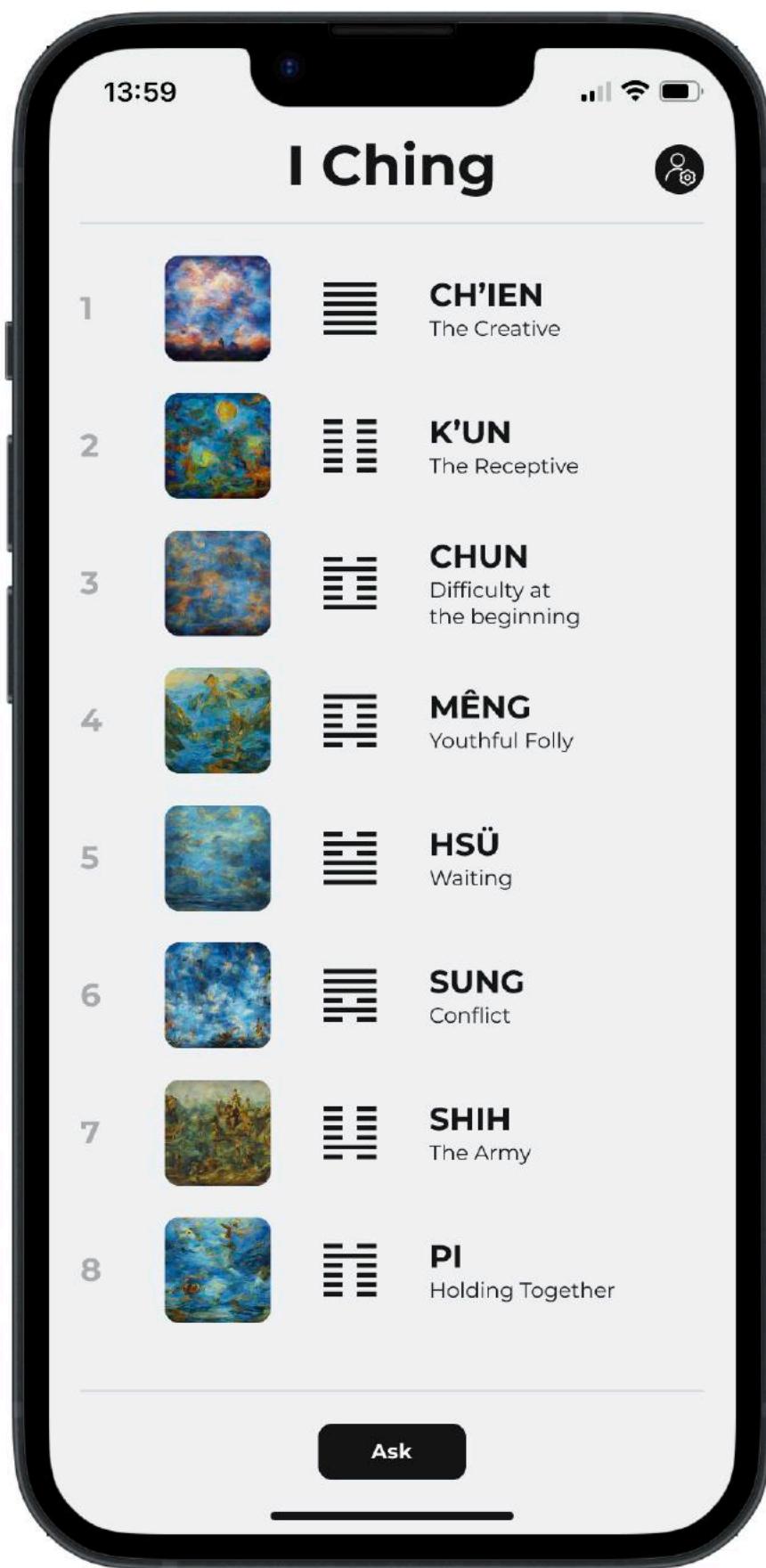
Jeff Gothelf with Josh Seiden

LEAN UX

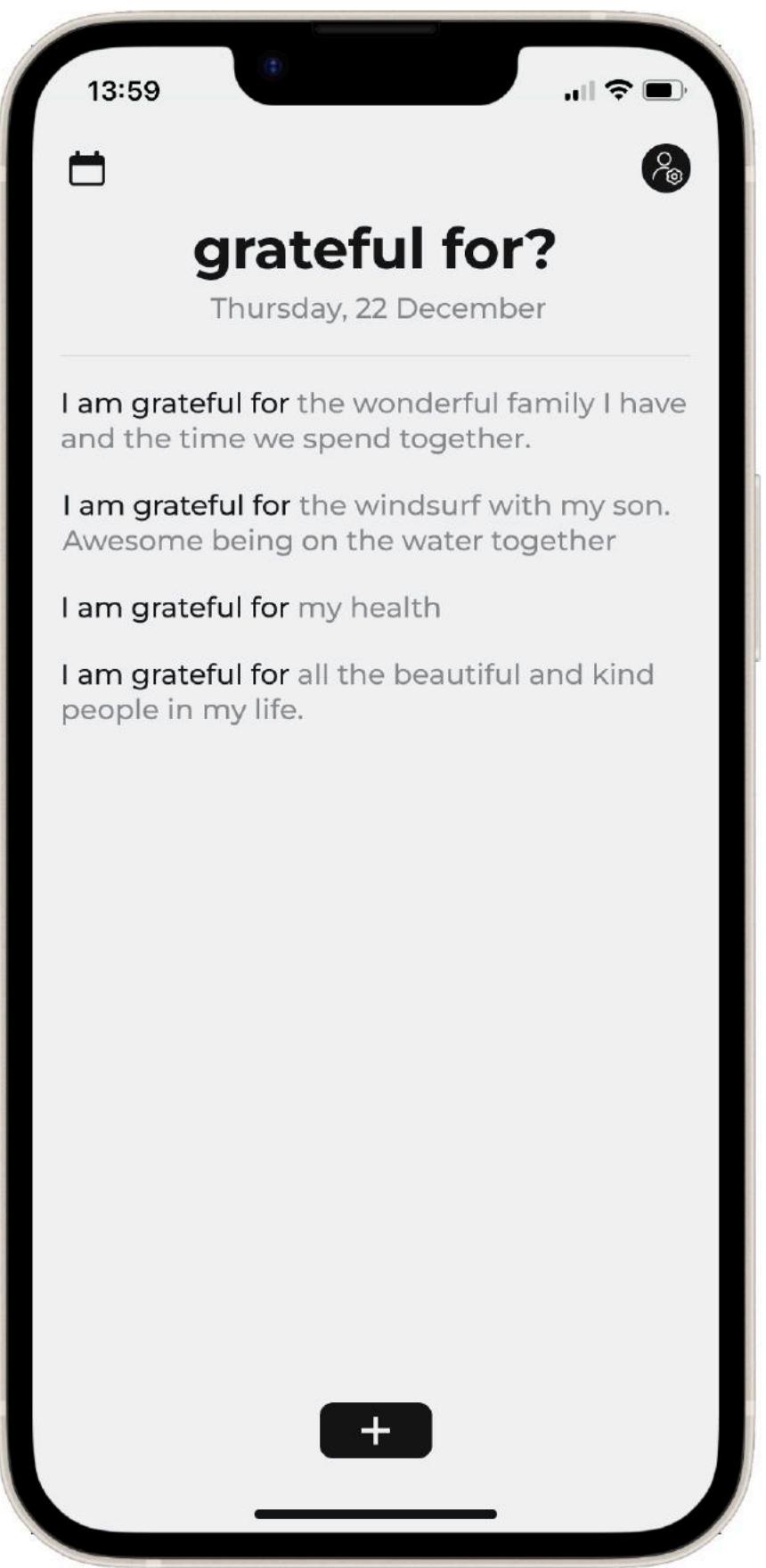
Applying Lean Principles to Improve User Experience

O'REILLY®

Eric Ries, Series Editor



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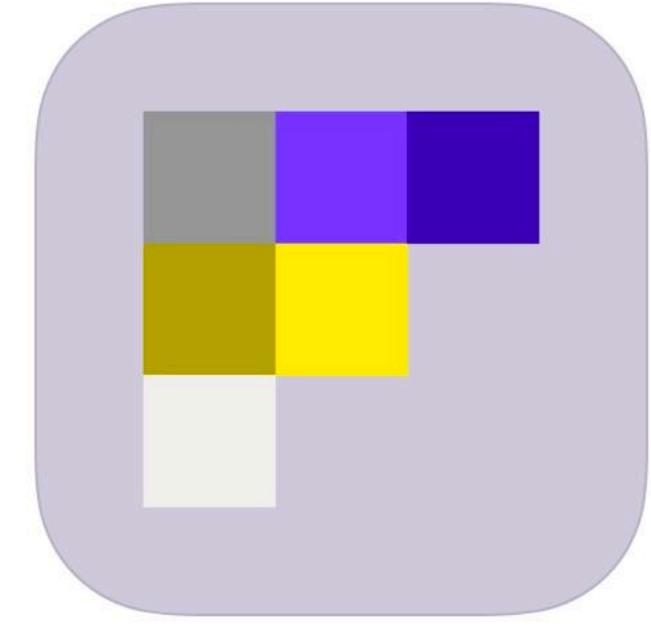
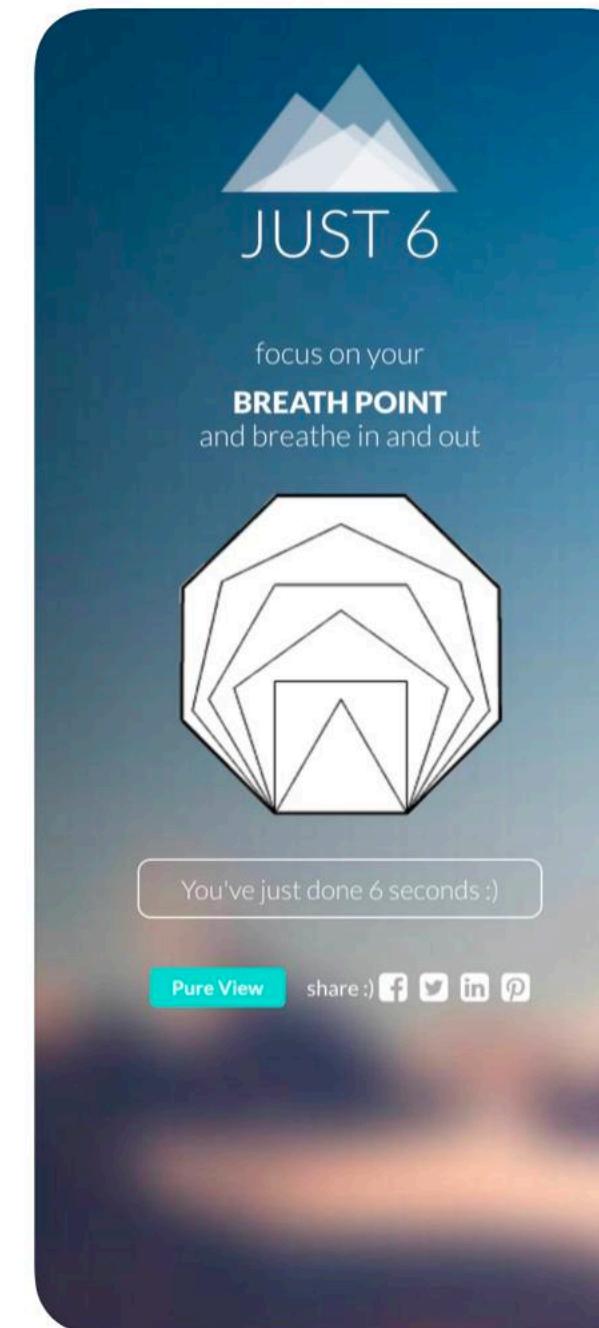
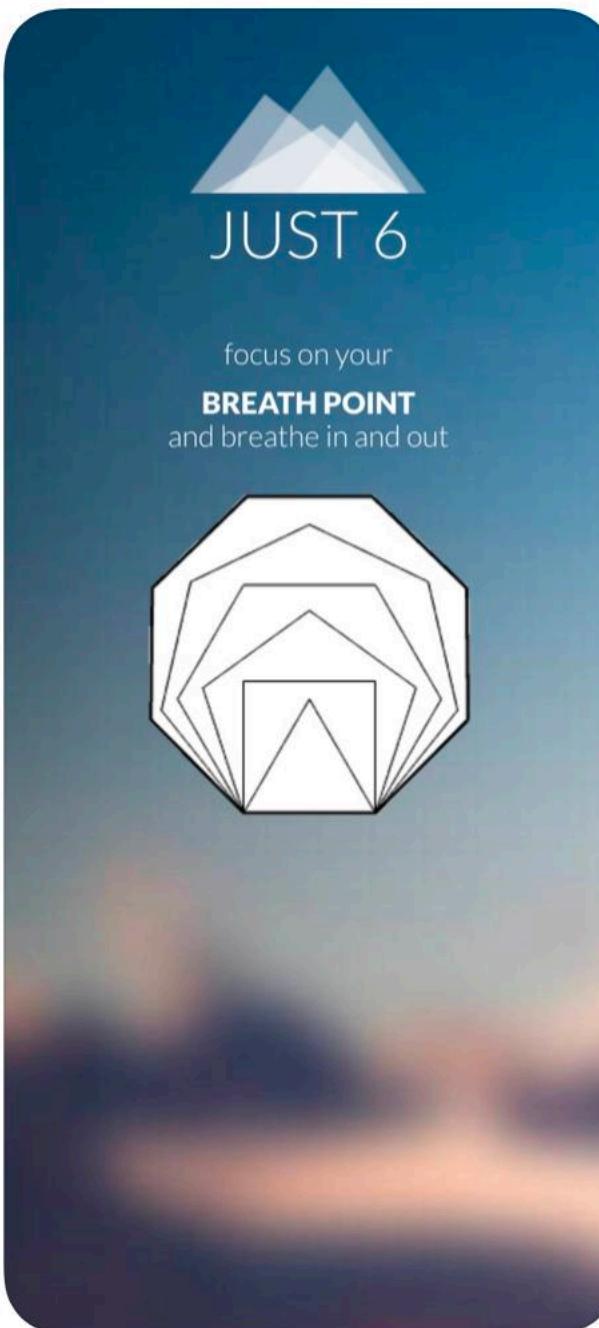
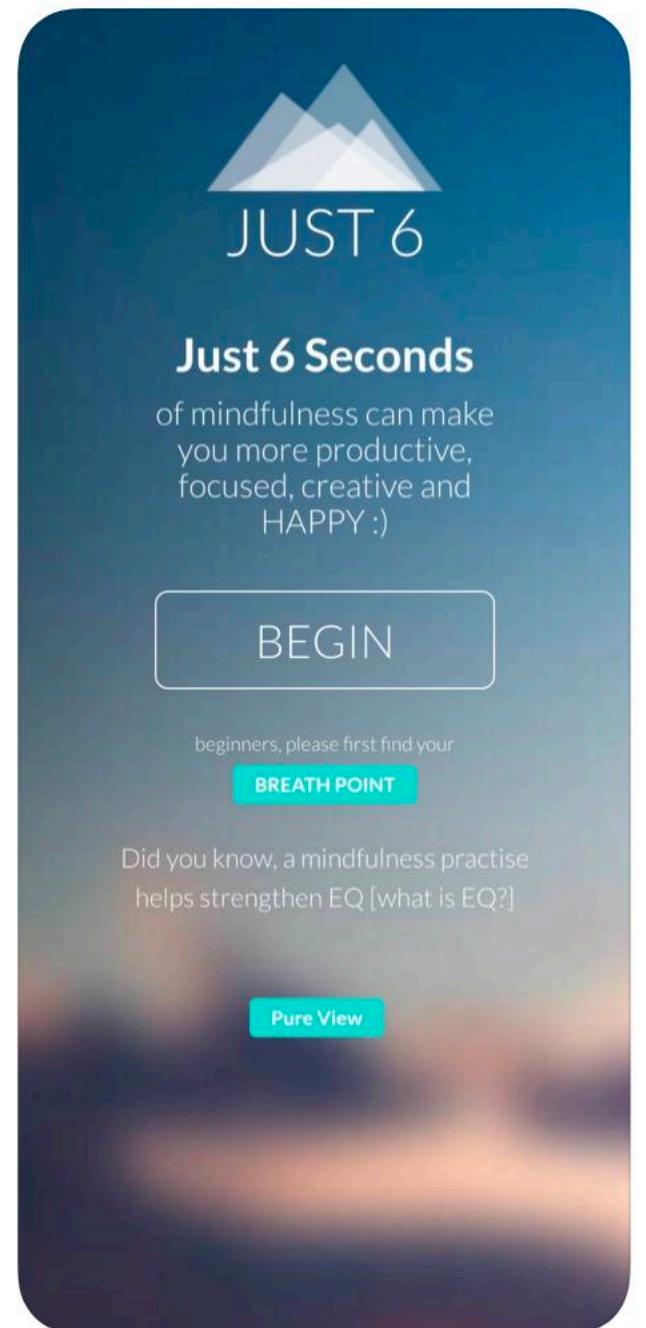
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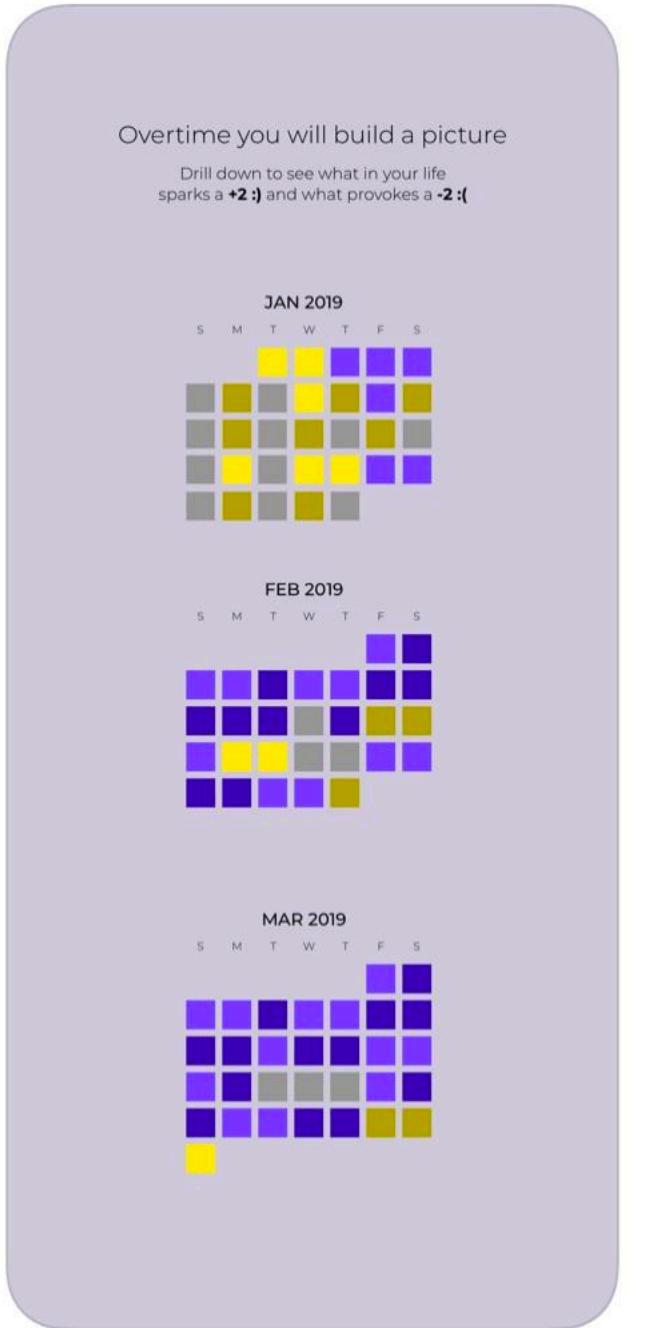
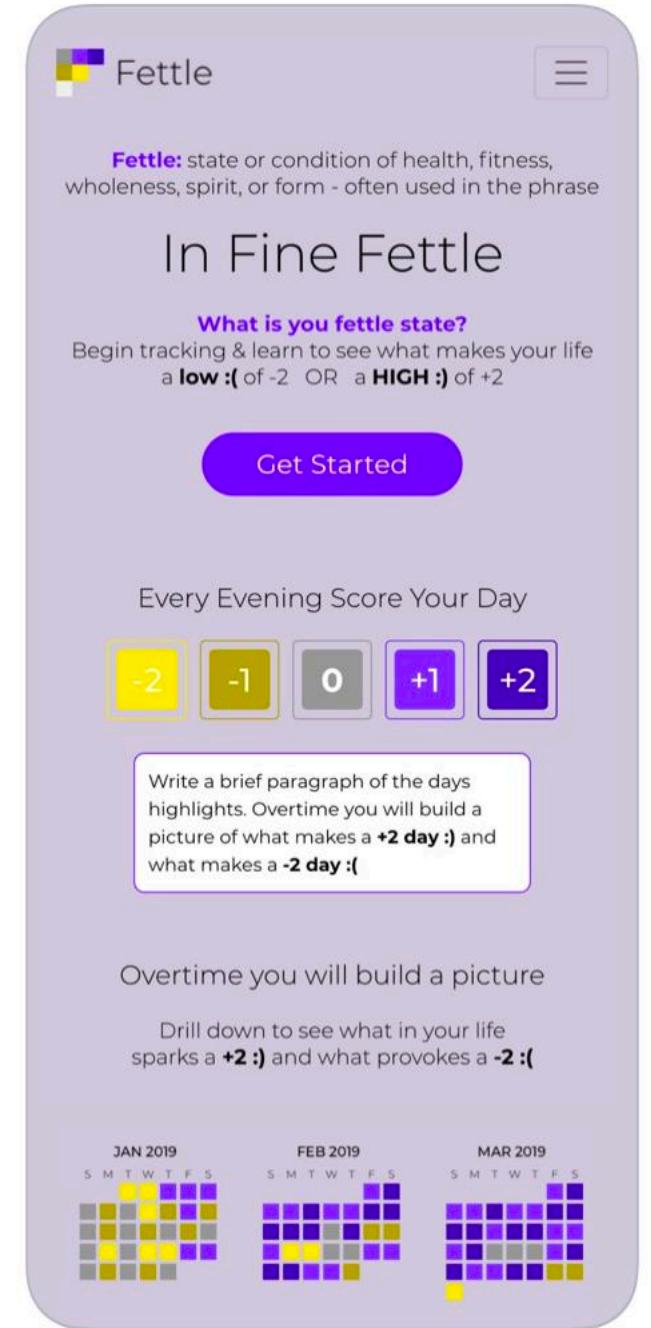
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Just 6 Mobile App



Fettle Mobile App

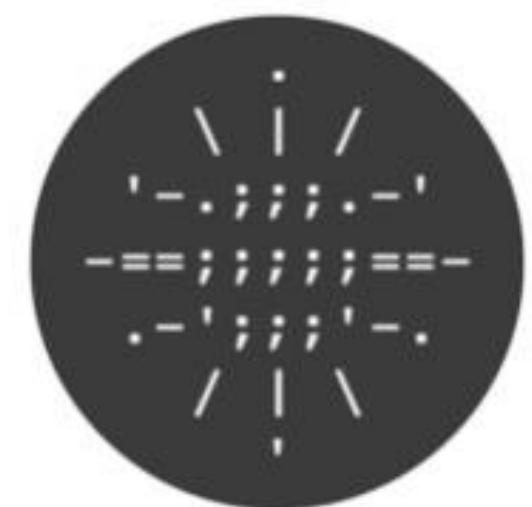


LOGOS



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

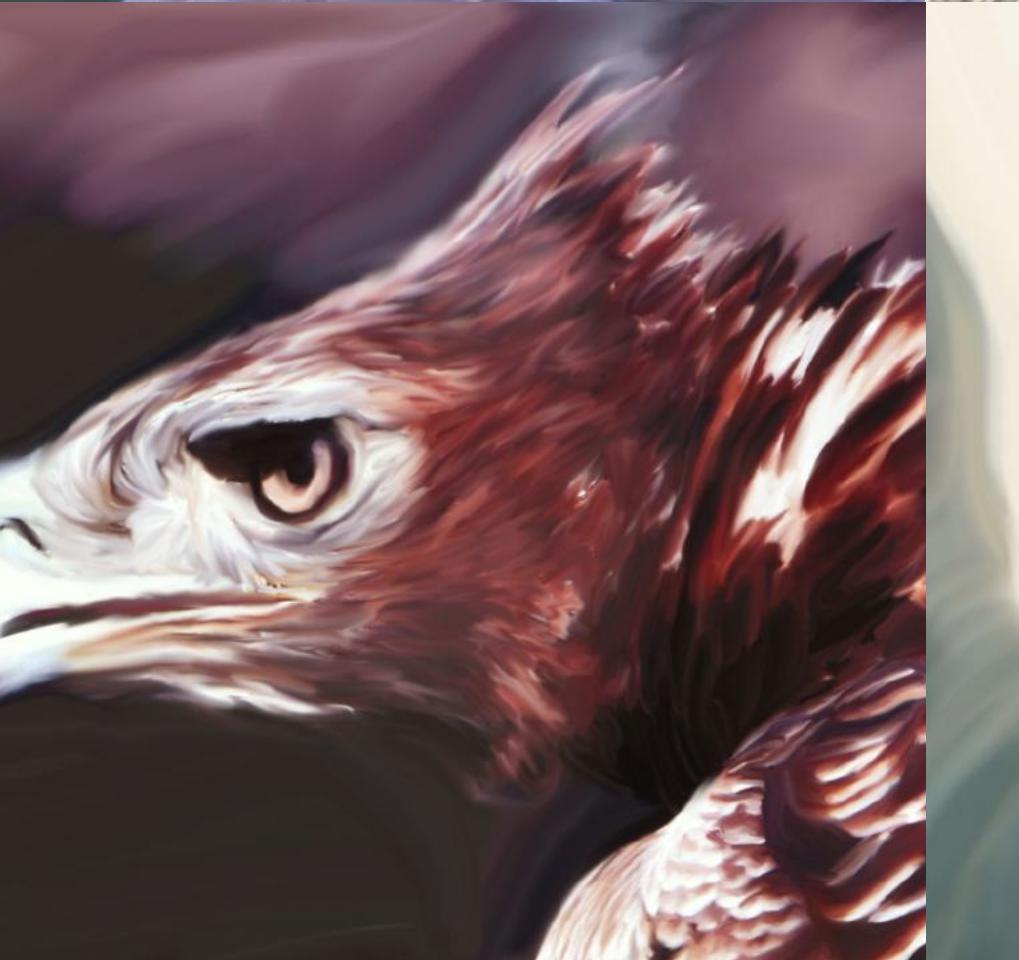
I believe in balance so my technical pursuits are balanced with creative outlets.

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

Portfolio: jamesgodwin.deviantart.com/gallery/



procreate®



Artwork hand painted on iPhone with Procreate App

THANKS FOR TAKING A LOOK

-  <https://www.linkedin.com/in/jamiegodwin/>
-  jamesgodwin.me
-  jrsg@hey.com
-  +27 79 495 5850

