




Jarred Fourie

UX / Product Designer

Location

Piedmont, Italy 

Nationality

South African 

Contact

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Links

[LinkedIn](#)

[Dribbble](#)

[Behance](#)

Summary

3+ years exp.

10+ projects

Award-Winning

User-centered designer crafting intuitive and engaging B2B, CRM and Social Network solutions. Continuously iterating based on user feedback and testing results to ensure the highest level of usability and satisfaction. Proven track record of managing cross-functional remote teams, facilitating stakeholder workshops, and delivering actionable research insights. Adept at developing interactive prototypes and translating complex user needs into intuitive design solutions, resulting in increased user satisfaction and productivity.

Work Experience

Intermediate UX Designer | Entelect Software

2023 - Current

Client: DeBeers Institute of Diamonds

institute.debeers.com

- Conducted a detailed heuristic evaluation, uncovering inconsistencies and usability flaws across the system, leading to a complete redesign initiative.
- Collaborated closely with product managers, developers in the redesign process, through weekly workshops with key stakeholders to review, align, and iterate on design solutions, resulting in a 40% increase in user satisfaction.
- Expanded the scope of UX research by engaging with account managers and employees, discovering inefficient manual processes in Excel.
- Facilitated additional workshops to address these inefficiencies, leading the design of a new automated feature that streamlined workflows and reduced process time by 45%.
- Developed an interactive Angular demo to prototype the bespoke feature, enabling hands-on user testing and gathering actionable feedback.
- Performed comprehensive field studies and usability tests within the labs, compiling a detailed report with strategic recommendations for system improvements.
- Managed cross-functional collaboration with remote teams, ensuring seamless communication and integration of feedback throughout the project lifecycle.

UX Designer | Entelect Software

2022 - 2023

Client: Federated Employers Mutual Assurance

online.fem.co.za

- Provided UX support for an existing CRM platform, facilitating the design and implementation of user-requested features.
- Gained stakeholders' trust through consistent delivery of high-quality design solutions, leading to the initiation of a comprehensive redesign project for a client-facing insurance portal.
- Conducted extensive user interviews and heuristic evaluations to identify usability flaws and gather insights into user needs and pain points.
- Facilitated co-creation workshop with key stakeholders, fostering collaboration and generating innovative ideas for the redesign.
- Compiled a detailed UX report outlining research findings, usability issues, and proposed solutions.
- Led the redesign of the insurance portal with significantly improved user experience and resolved previous usability issues.
- Enhanced the claims process by simplifying navigation, optimizing form layouts, and ensuring clear, intuitive interactions.

Projects

DoinFine

[doinfine.app](#)

A workplace socializing app. Helping companies build stronger team culture by enabling teams to create awareness around their values through accountability and recognition.

- Collaborated closely with the founder to define and articulate a clear and compelling vision for the app.
- Led the design overhaul to improve the visual aesthetics, ensuring a more modern and appealing interface.
- Conducted user research and applied user-centric design principles to enhance the overall user experience.
- Implemented features and design changes that increased user engagement and satisfaction.

SwopCircle

A trading app for board game enthusiasts. It helps users exchange games by allowing them to list their games, choose desired games, and get matched through an algorithm, ensuring fair and optimal trades for everyone involved

- Led the design process, iterating on design ideas to create a user-friendly and visually appealing interface.
- Designed and implemented the front-end template using Angular, ensuring seamless integration with the app's functionality.
- Collaborated with the development team to ensure design consistency and responsiveness across devices.
- Applied user-centric design principles to enhance engagement and streamline the trading process.

Skills

Design Thinking

Usability Testing

A/B Testing

Surveys

Agile Methodologies

Journey Mapping

Accessibility (WCAG)

Wireframing

Problem Solving

Innovation

Design Systems

Cross-Functional Teams

Product Strategy

User Flows

Interactive Prototypes

Interaction Design

Information Architecture

Quantitative Analysis

Research Reports

Heuristic Analysis

Ethnographic Studies

Responsive Design

Responsive Design

Responsive Design

Responsive Design

Tools

Figma

Sketch

Invision

Miro

Axure

HotJar

Google Analytics

Azure Devops

JavaScript

HTML

CSS

Adobe Suite

Education

Bachelor of Computer Science
University of Johannesburg

Languages

English	Native
Afrikaans	Native
Italian	Basic
Dutch	Basic

Achievements

1st Place
Entelect Tech Accelerator