

# Nada Bonaso

Freelance UX/UI Designer • Web Designer • Frontend Developer

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I specialise in transforming complex problems into intuitive, user-friendly web interfaces by leveraging my expertise in UX/UI best practices, HTML and CSS. I thrive in collaborative, highly skilled teams that value effective communication and strategic planning. Passionate about creating digital products that positively impact users' lives, I am committed to continuous learning and advancing my frontend development skills.

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## Top Skills

Prototyping	Wireframing	User Experience (UX) Design
User Interface (UI) Design	Web Design	Adobe XD/Figma
HTML5/CSS3	Responsive Web Development	GitHub

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## Professional Experience

### Freelance UX/UI Designer

Bloqs, Remote

February 2022 - January 2024

- Led remote collaboration with a cross-functional team, overseeing all design aspects from problem definition to shaping visual design and user experience (UX) for multiple digital products using aspects of Design Thinking and User-Centred Design (UCD).
- Conducted stakeholder and discovery interviews to define key business goals and gather complex system and technical requirements requiring strong attention to detail.
- Performed competitor analysis and guerilla user research to inform functional analysis.
- Crafted proto personas, problem statements, and user stories representing diverse users.
- Designed information architecture and user flows to optimise usability.
- Utilised sketching for rapid prototype generation and exploration of design ideas.
- Created wireframes and prototypes based on finalised ideas, serving as a common reference point during discussions and minimising misunderstandings.

- Worked with the Product Owner to identify look-and-feel, presenting high-fidelity mockups.
- Developed Adobe XD prototypes prepared for developer implementation.

### **Freelance Frontend Developer**

iXperience, Cape Town

March 2021 - October 2021

- Team collaboration with development and marketing teams to ensure the delivery of meticulously crafted website pages and content updates.
- Duties encompassed coding responsive web development based on Figma designs and implementing necessary site updates and cross-browser compatibility testing.
- Worked within a Ruby on Rails environment, leveraging CSS framework Bootstrap, basic JavaScript, HTML5 and CSS3 to bring designs to life.
- Team collaboration remained smooth thanks to Slack and version control using Github.
- Concluded tenure when they migrated to a new CMS framework.

### **Freelance Frontend Developer**

Absecor, Remote

November 2019 - September 2021

- Remote collaboration with teams in Australia and South Africa, doing frontend development.
- Responsibilities included seamlessly transitioning existing Wordpress content and layouts to the Gutenberg block editor.
- Utilised communication and problem solving skills to consistently deliver projects on time.

### **Contract UX Designer**

Jembi Health Systems NPC, Cape Town

April 2019 - September 2019

- Conceptual design leveraging UX/UI best practices to improve features for Cameroon Ministry of Health and Mozambique Ministry of Health key programs.
- Enhanced user experience (UX) for 2 health programs, fostering user satisfaction.
- Remote collaboration with teams in India, South Africa, Mozambique, and Cameroon.
- Streamlined user flows in custom EMR software, enhancing efficiency.
- Utilised journey mapping for strategic improvements in a selected health process.
- Improved products through heuristic evaluations.
- Accelerated development cycles with wireframing and prototyping.
- Contributed to agile environments, delivering timely feature updates.

### **UX/UI Designer and Frontend Developer**

Real Estate Development Interactive (REDi), Cape Town

July 2017 - March 2019

- Collaborated with the Product Owner and stakeholder management to design user experience (UX) and user interface (UI) solutions for in-house property technology products, ensuring alignment with user needs and business goals.
- Played a key role in agile and scrum, delivering impactful feature updates.
- Spearheaded responsive frontend development efforts, ensuring seamless user experiences across web and mobile platforms including cross-browser compatibility testing.

- Designed an intuitive and visually appealing Ionic mobile app, optimising usability and functionality used daily by thousands of estates community residents.

### **Freelance UX/UI Designer**

Momofukoyama, Tokyo

December 2015 - April 2017

- Held a contract position at a small Tokyo startup, facilitating ideation and brainstorming sessions for Mitsubishi Aviation's internal initiatives, supporting their engineering team.
- Orchestrated ideation workshops, sparking innovative ideas and solutions.
- Crafted visually stunning user interface designs and prototypes enhancing brand awareness.

### **Co-Owner and Creative Director**

Eleven Studio, Durban

September 2010 - November 2015

- Co-founded a design-driven software company, providing ongoing web development and design services to Zapper mobile payments app.
- Co-founded and led as creative director, driving project vision and strategy.
- Executed project and stakeholder management and business analysis, ensuring success.
- Spearheaded UX/UI design on all projects, prioritising user-centric experiences.
- Web development for all Zapper digital products during their startup phase - including responsive web development for their website, jobs portal, and CRM app for store owners.
- Created e-commerce websites, enabling seamless transactions for clients like MuscleWorks.
- Creation of 2D Flash games, managing ideation, illustration, and Adobe Flash animation.

### **Graphic and Web Designer**

ISI Internet Services, Durban

April 2008 - August 2010

- Created visually captivating online gaming emails, digital assets, and user interfaces.
- Boosted brand visibility and engagement with enhanced graphic, print and web design incorporating typography, colour theory, layout design and branding.
- Enriched user experiences with interactive Flash micro-sites and animations.
- Ensured engaging communication through coding impactful HTML and CSS emails.

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## **Education and Certificates**

- **Bachelor of Arts with Second Class Honours (Upper Division)** - Wimbledon College of Art, London (2004 - 2007)
- **Access to Art and Design** - WMC Camden College, London (2003 - 2004)
- **Cambridge CELTA** - International House, Durban (2008)
- **UX Certifications** - Interaction Design Foundation (2019 - 2022)
- **Development Certifications** - Software Engineering Bootcamp and Udemy Courses (2022 -)