

# 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 cross-functional teams, overseeing all design aspects from problem definition to shaping visual design and user experience (UX) for multiple products utilising aspects of Design Thinking and User-Centred Design (UCD).
- Conducted stakeholder and discovery interviews defining key business goals.
- Gathering complex systems and technical requirements requiring strong attention to detail.
- Performed competitor analysis and guerilla user research to inform designs.
- Designed information architecture to optimise usability.
- Utilised sketching for rapid prototyping and ideation.

- Created wireframes and prototypes based on finalised ideas.
- Identified the look-and-feel, presenting high-fidelity mockups and prototypes prepared for development.

### **Freelance Frontend Developer**

iXperience, Cape Town

March 2021 - October 2021

- Collaborated with development and marketing teams to ensure the delivery of impactful marketing campaigns and content updates.
- Duties encompassed responsive web development using Figma designs, implementing necessary site updates and cross-browser compatibility testing.
- Worked with Bootstrap, HTML5, CSS3, basic JavaScript and Github.

### **Freelance Frontend Developer**

Absecor, Remote

November 2019 - September 2021

- Remote collaboration with teams in Australia and South Africa, doing frontend development.
- Responsibilities included transitioning existing Wordpress websites to Gutenberg.
- 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 key program features for Cameroon and Mozambique Ministries of Health.
- Remote collaboration with teams in India, South Africa, Mozambique, and Cameroon.
- Streamlined user flows in custom EMR software, enhancing efficiency.
- Accelerated development cycles with wireframing and prototyping.
- Contributed to agile environments, delivering timely feature updates using Github and JIRA.

### **Web and Graphic Designer, 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), user interface (UI) solutions and graphic design 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.
- Re-designed an intuitive and visually appealing Ionic mobile app to optimise 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.
- Crafted enticing user interface (UI) designs, prototypes and illustrations enhancing brand awareness.

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

Eleven Studio - Durban

September 2010 - November 2015

- Co-founded a design-driven software company and led as creative director to drive project vision, strategy, stakeholder management and business analysis.
- Spearheaded UX/UI design on all projects, prioritising user-centric experiences.
- Work included all web development for Zapper's online products during their startup phase. Responsive development and support of their website, jobs portal, and CRM.
- Creation of 2D Flash games, leading ideation, illustration, and Adobe Flash animation.

### **Graphic and Web Designer**

ISI Internet Services - Durban

April 2008 - August 2010

- Designed and developed captivating HTML emails, digital assets, websites and Adobe Flash animated assets.
- Boosted brand visibility and engagement with graphic and print design, incorporating typography, colour theory, layout design and branding.

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## **Education and Certificates**

- **Bachelor of Arts (Honours) Fine Art** - Wimbledon College of Art - London
- **Art and Design Access Diploma** - WMC Camden College - London
- **UX Certifications** - Interaction Design Foundation
- **Dev Certifications** - Software Engineering Bootcamp and Udemy Courses