



Peter Koenders

UI/UX Graphic Designer



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Profile

I'm a versatile UI/UX designer with 20+ years of all rounder industry experience. I originally trained in traditional and computer Graphic Design and transitioned into Web and User Interface Design. I have worked with small and large organisations. I am fastidious in all aspects of my workflow; definition and planning, research, design, technical, management and review.

Design

- Implementation of UI/UX design process
- Graphic design
- Estimating & proposal review
- Iterative wire-framing, lo-fi prototypes & concept design
- Creating clean & accessible UI designs
- Template design
- HTML prototypes & templates
- Style guides & pattern libraries
- Planning & management of projects & assets

I am interested in accessibility best practices which I apply where I can (adhering to WCAG).

I am inspired by articles on Ello, Medium and A List Apart. Posts by Jeffrey Zeldman and design by Happy Cog studios. TED, Design Better and variety of industry podcasts.

Experiences

Design Lead - Contract

June 2018 - August 2018

Vodafone, Auckland, New Zealand

In my role as a Design Lead working with the Content Team, I was accountable for a range of UI design tasks.

Responsibilities

- **Digital brand update**
Enhance portions of the Vodafone NZ public website and execute a digital brand update.
- **Design**
Re-design and rebuild web pages, journeys, components, optimise assets and content.
- **Finished visual designs**
Create hi-fi designs ensuring brand guidelines are adhered to and adjust those guidelines where appropriate to achieve a desired result. Deliverables included design files built, managed and styled at a component level, presented for a range of screen sizing and collaborate with stakeholders with InVision, Slack and Asana.
- **Template design**
Create template designs to agreed page grids and structure. Ensure components are designed to be consistent and work independently, together and conceptually as a whole.
- **Style guides and pattern libraries**
Design, build, maintain and manage style guides and pattern libraries. Ensure brand and style consistency across digital touchpoints and channels allowing designers to use consistent components from a shared source.

Senior Digital Designer

2004 - 2018

Datacom Systems Limited, Auckland, New Zealand

In my role as a Senior Digital Designer in the Digital Experience Team, I grew and developed indispensable skills. I worked with multiple cross functional teams and scrum environments. I was accountable for a range of UI/UX, graphic design tasks and had a hand in front-end development.

Responsibilities

- **Estimating and proposal review**
Working with project managers to define when, where and what effort of input would be required for delivery. Review project plans and proposals and make suggestions where value could be added.
- **Wire-framing and prototypes**
Work with clients, teams and stakeholders to iteratively clarify screen requirements, elements/components and functionality. Explore flows, scenarios and create design options based on analysis, persona's and user research. Output to Sketch, paper, PDF and InVision for testing, feedback and consensus.
- **Finished visual designs**
Ensuring brand guidelines are adhered to. Deliverables included design files managed and styled at a component level, presented for a range of screen sizing and shared with stakeholders.
- **Template design**
Create template designs. Ensure components are designed and work independently, together and conceptually as a whole.
- **HTML/SCSS, JavaScript & jQuery prototypes and templates**
Design and build prototypes. Style with SCSS I and mark-up in a semantic structure. I prefer to use CSS grids. Build with task runners and manage files with Git.
- **Style guides and pattern libraries**
Design, build style guides at a component level.

UX/CX & Marketing

I assist UX/CX designers, practitioners and Marketing professionals with workshops, persona profiling and user flows. I have also supported those professionals by translating their research into wire-frames, prototypes, concepts and designs.

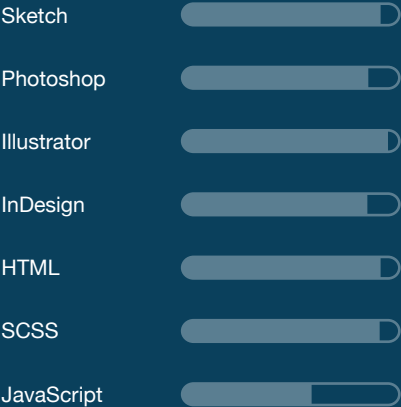
Technical

I can markup HTML/SCSS. I write HTML to meet W3C validations and can create HTML prototypes and templates. I am interested in accessibility best practices which I apply where I can (adhering to WCAG). I am also familiar with task runners and JavaScript/jQuery. I work closely with integration teams across diversified technologies.

My toolbox

My toolbox of preference is the design process, Sketch/InVision but I am just as comfortable using Adobe Creative Cloud or the collaborative Figma. Tools to assist with keeping organised and on track, Asana and Slack. HTML/SCSS and task runners piping clean markup and styles.

Software Skills



Senior Digital Designer
2004 - 2018

Datacom Systems Limited (continued)
Projects

- Public facing websites**
At Datacom, I initially worked for Air New Zealand managing their CMS; designing and building homepage and landing page takeovers, updating content, integrating new designs and layouts. Other websites, which have since been updated; Bayleys, NZ Lotteries, Ballance, Spark and Fisher & Paykel Finance. Current websites include the HTML/CSS deliverables and translation to responsive design for Auckland Airports and UI/UX design and HTML/CSS deliverables for Aon Insurance.
- Micro-sites**
Analysis, flow, wire-frame and design work for Chorus, Spark and Auckland Airports.
- Web applications**
UI/UX design and HTML deliverables for internal Cloud Services and Payroll applications. External application for Australian Red Cross Blood Service, their Organ Management System for scientists and medical professionals.
- Customer portals**
UI design and HTML deliverables for Kotahi Logistics. A customer portal for container ordering, tracking and management.
- Intranets**
UI design and HTML deliverables for internal intranet for Datacom. UI Design for Bupa Health. Integration with Microsoft CRM and Salesforce.
- Graphic design**
Create and manage print material for internal projects, prepared and composed collateral for internal and external research, analysis and sales presentations.
- Internal innovation hackfests**
I participated in annual internal innovation hackfests. Made myself available as a design resource and mentorship of graduates.

Achievements

- I worked across UX and Front End development with UI at my core.
- I introduced and used Bootstrap as a framework for responsive design. I have since moved on to light-weight 2D grids.
- I delivered the first Bootstrap template integrated to Salesforce for a customer portal.
- I introduced HTML style guides to assist integration teams implementing consistent components.
- Delivery of accessible and functional HTML templates and prototypes for integration teams and working across time zones.
- I was two times winner for UI design at annual internal hackfest.

Web and Print Designer
2001 - 2003

London Centre of Contemporary Music, London, United Kingdom

The LCCM and the London College of Creative Media employed me to design their website. I also worked with their integration team to build their Student Management System. Other tasks I took on; design their identity logo, produce various print materials, course brochures, posters and stationery.

Designer
1996 - 2001

Contract UI Designer, London, United Kingdom

I worked for various design agencies across London in a variety of roles including; UI design for interactive TV, designer hand for Air New Zealand livery and British Telecom, where I was employed to design the UI for a child safe web browser.

Education

Diploma of Computer Graphic Design
1992 - 1994

Whanganui School of Design, Whanganui, New Zealand

Three year Diploma of Computer Graphic Design.
Delivery of an interactive design and typography project for final year.

Interests

Outside of my work interests, caring for my children keeps me busy as a sole parent. I also muck in garden, make chilli jam and DIY stuff.
Cook more vegetarian food and grow more chillies.