

# Peter Koenders

## UI/UX & Graphic Designer



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. I have worked with small and large organisations. I apply attention to detail in all aspects of my work flow; definition and planning, research, design, technical, management and review.

- Implementation of UI/UX design process
- Estimating & proposal review
- Iterative wire-framing, prototypes & concept design
- Style guides & pattern libraries
- HTML prototypes & templates
- Graphic design
- Planning & management of projects

I am curious, interested in web accessibility and working with integration teams across diversified technologies and projects.

With professionalism, integrity and care, I work in a collaborative manner to plan, design and deliver unique, well-crafted, web-accessible solutions that are quick, optimised and built with best practices in mind.

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## Experiences

### Contractor & Volunteer

June 2019 - Present day

### Sustainable Solutions, Muscular Dystrophy Association & Lynn Pronk

I have taken on contract and volunteer work on range of projects as a design professional and front-end developer to keep myself occupied and offering my skills where they are being put to use. Amongst these is the Muscular Dystrophy Association who are looking at a exciting opportunity to re-design their website which will include full web accessibility.

### 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 web pages, journeys, components. Ensured brand guidelines are adhered to. Deliverables included design files and components, presented for a range of screen sizing and collaborate with stakeholders.
- **Templates**  
Created template designs and components to be consistent, work independently and together as a whole.
- **Style guides and pattern libraries**  
Designed, built and managed style guides and pattern libraries allowing design teams 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 teams and 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**  
Defined what efforts would be required for delivery. Review project plans and proposals and made suggestions where value could be added.
- **Design**  
Designer for a range of projects, both restrictive and customer facing. Deliverables included design files managed and styled at a component level, templates and prototypes. Iterative wireframes to clarify screen requirements, elements/components and functionality. Explored flows, scenarios and created design options based on analysis. .
- **Style guides and pattern libraries**  
Designed, built and managed style guides and pattern libraries allowing design teams to use consistent components from a shared source.
- **HTML prototypes**  
Created semantic and accessible HTML/SCSS prototypes and templates.

**Senior Digital Designer**  
2004 - 2018

## **Datacom Systems Limited (continued)**

### **Projects**

- **Customer 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 and module add-ons**  
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 for their Organ Management System used by 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 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.

**Designer**  
1993 - 1996

## **Designer, Megabyte/Terabyte, Auckland**

Multimedia designer on a range of interactive projects.

## **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 professional interests, caring for my children keeps me busy as a sole parent. I also muck in garden, make chili jam, play the guitar and DIY stuff.

Cook more vegetarian food and grow more chillies.