

Digital Marketer turned UI/UX Designer. I create aesthetically pleasing designs, technically refined and easy to use, helping clients craft digital experiences that empower users and boost business growth.

EDUCATION

Google UX Certificate

- 2020 - still in progress.

National Diploma (IT). PC Training & Business College (Johannesburg, South Africa)

- Subject studied: Web development, Programming, Database Management, Networks, Project Management & Business communication
- Year completed: 2013.

National Senior Certificate (Matric) Madiba Comprehensive School (Johannesburg, South Africa)

- Subjects studied: First Additional Language, Home Language, Mathematics, Life Orientation, Physical Science, Life Science, Geography.
 - Year completed: 2010.
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EXPERIENCE

UI/UX Designer

Independent Contractor

January 2020 - current

Managed and gained hands-on experience with each stage of the design process. See portfolio for more details.

Duties and responsibilities.

- Focus on implementing business objectives into an app concept by developing functions to increase sales & engagement. This process required user research, user flows, wireframing, prototyping, and user testing.
- Apply Design Thinking strategy to develop a web and mobile app concept for an e-learning platform. The success rate of specific user tasks could be increased through various iterations and user tests.
- Create concept and design for a location-based app with a mobile-first approach following UX design and heuristic principles. Implemented app features based on user research to ensure a user-centered approach.
- Conduct user research and persona creation to validate user needs.
Communicate design solutions at various stages using flow diagrams, wireframes, and high fidelity prototypes for multiple platforms.

PROJECTS

BUBS Geo-social networking app for parents on parental leave. Sketch, iOS app, capstone project.

FitMates Social Fitness app, that allows users to share and celebrate each others achievements. Sketch, iOS app, capstone project.

PostUp Modified GV Design Sprint, designed a solution to help freelancers and remote workers find work-friendly cafés. Sketch, iOS app.

Bolt
Social Media Specialist
2015 - 2018

The role was to make sure that all Social Media queries attended to and are running smoothly in an engaged manner to the audience targeted for optimum results.

Duties and responsibilities.

- Successfully created and maintained relationships with company clients, suppliers, stakeholders and team members such as the Head of Marketing and the Development team.
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Learned how to be proficient in marketing research and statistical analysis.
- Collaborated with internal teams to create landing pages and optimized user experience.
- Assisted in Planning and execution of all Web, SEO/SEM, database marketing, email, social media, and display advertising campaigns on my spare time to help out when the team needed an extra hand.
- Educated myself to learn how to work and have some knowledge of HTML, CSS, and JavaScript development.

Team Manger: Zhauhir Akkojee - contact number: 0812311290

SKILLS

Ideation and Concept Development, User Research, Interviews, Diary study, Affinity Map, Empathy Map, Personas, Problem Statement, User Story, Information Architecture, User Flows, Sitemap, Sketching, Guerilla Testing, Wireframes, Visual Design and Style Guides, High Fidelity Designs, Animation, Prototyping, Usability Testing and Design Sprint, A/B Testing, Responsive design.

TOOLS

Sketch Illustrator Photoshop Invision, Figma, Agile/Scrum, Lean UX,