

# portfolio.

Linda  
Kenqa

## Hello, I'm Linda

I keep my design philosophy simple: clean, minimal, and always centered around the user. I believe the best products don't just look good—they feel effortless to use, easy to understand, and intuitive to navigate. With over five years of experience crafting pixel-perfect interfaces and thoughtful UX, I've learned that good design is about balance: form and function working together to make people's lives easier.



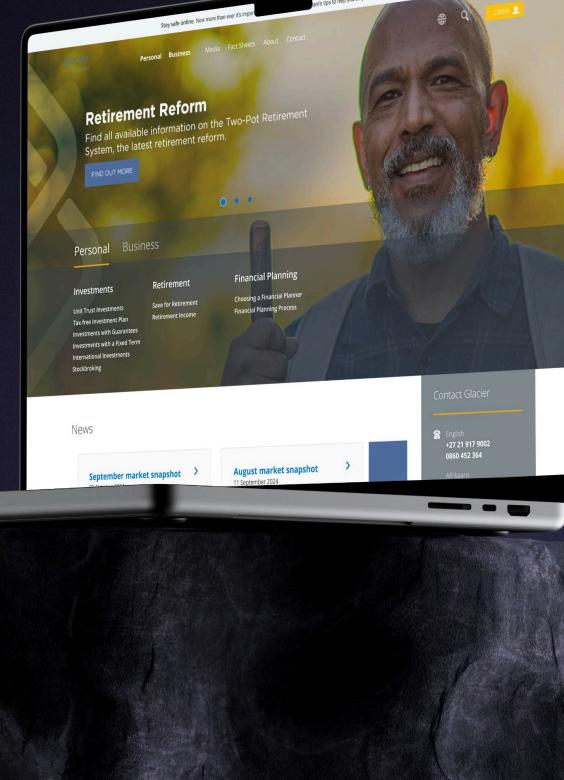
I'm passionate about solving problems through design and creating digital experiences that genuinely add value. I'm always curious, always learning, and always up for new challenges.

My current interests include cloud computing and data analytics. I am also pursuing micro-certifications from the Product School, which is sharpening my product thinking, and helping me align design work even more closely with strategic outcomes.

If you're looking for someone who cares about both beauty and usability, let's connect.

# glacier

by Sanlam


**Tools:**

Figma  
FigJam  
Zoom

The task objective was to create a user-centered design for the investment dashboard. The dashboard should effectively communicate clients' investment information, enable easy management, and provide a seamless user experience.

Some of the features we want clients to be able to do on the digital channel are:

- Quotations/applications for a new investment
- Managing their income on investments that allow for regular withdrawals / income
- Viewing the updates on any work items (e.g. transactions or changes) which they have submitted for processing
- Generating reports on the performance, values and transactions of their investments
- Viewing the correspondence, messages or emails sent from Glacier

## Low-fidelity Wireframe

This low-fidelity wireframe establishes a foundational structure for presenting critical investment data in a clear, user-centric manner. This early design step allows for quick iteration and feedback while focusing on core functionalities without the distraction of detailed aesthetics.

By incorporating a concise layout for investment information, the wireframe prioritizes user needs, ensuring that users can easily access their portfolio overview, track performance, and review transactions.

## Design Rationale

### 1 Intuitive Navigation

Simple-to-use and intuitive navigation

### 2 Basic Information

Name and current stock price

#### Line Graph

Used line graph instead of candle-stick for ease of readability for all types of users and to make it less overwhelming visually.

### 3 About The Company

General information about the company and the industry

### 4 Investment Tips

Provides helpful tips based on either the company/ in general

This feature can be turned off in the settings

### 5 Call To Action

Equal hierarchy for both buttons, since we don't push for either buy or selling, that's a user's decision to make

### 6 Company News

News articles related to the company to help make the decision of buying and selling



# APOLLO

Apollo Magazine, a leading publication for art and culture, needed a refreshed digital experience to align with its premium content.



## Overview

Apollo Magazine, a leading publication for art and culture, needed a refreshed digital experience to align with its premium content. The original website and app lacked a clear hierarchy, modern design language, and seamless usability across platforms. I led the redesign of both the website and iOS app, focusing on accessibility, engagement, and intuitive content discovery.

## The Challenge

- Outdated interface that did not reflect the magazine's prestige.
- Poor readability and heavy navigation, especially on mobile.
- Users struggled to discover relevant articles and featured content.
- Limited engagement opportunities with digital subscribers.

## Product Design Process



## The Solution

- Website: A sophisticated, editorial-driven design with streamlined navigation and a stronger visual hierarchy.
- iOS App: A fluid mobile experience optimized for reading on the go, with personalized recommendations and an intuitive article reader.

## Key Takeaways

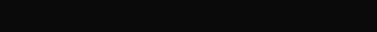
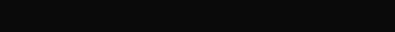
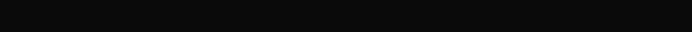
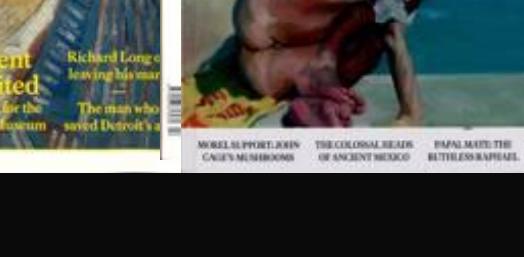
This project highlighted the importance of balancing editorial identity with usability. By refining hierarchy, navigation, and visual design, I was able to create a seamless experience that resonates with Apollo's audience of art enthusiasts and subscribers.

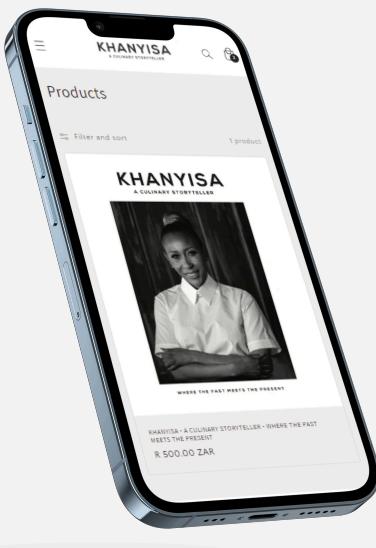
## The Impact

- Improved usability and navigation clarity.
- Enhanced perception of Apollo as a premium art magazine in the digital space.
- More consistent brand experience across platforms.
- Increased reader engagement through improved readability and discovery.

## & Results

- Increased average session duration by 35% within 3 months.
- Boosted returning visitors by 22%.
- Reduced app bounce rate by 18% through streamlined navigation.





# KHANYISA

A CULINARY STORYTELLER

**Skills Demonstrated:** User Research  
Storyboarding  
Information Architecture  
User Interface Design  
Usability Testing  
E-commerce Development  
Digital Marketing

**Tools:** Figma  
FigJam  
Hotjar  
MailChimp  
Shopify  
Social media networks

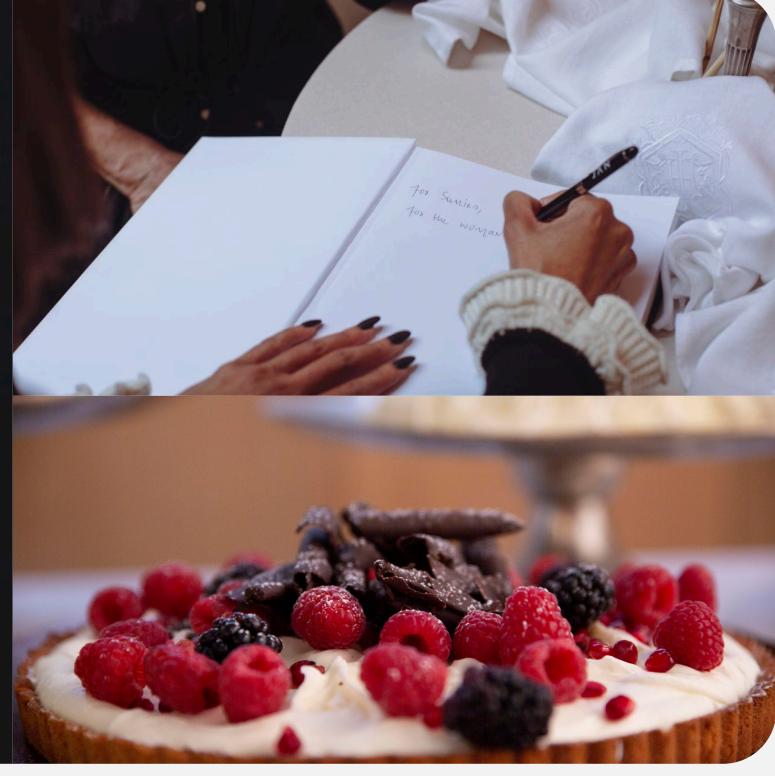
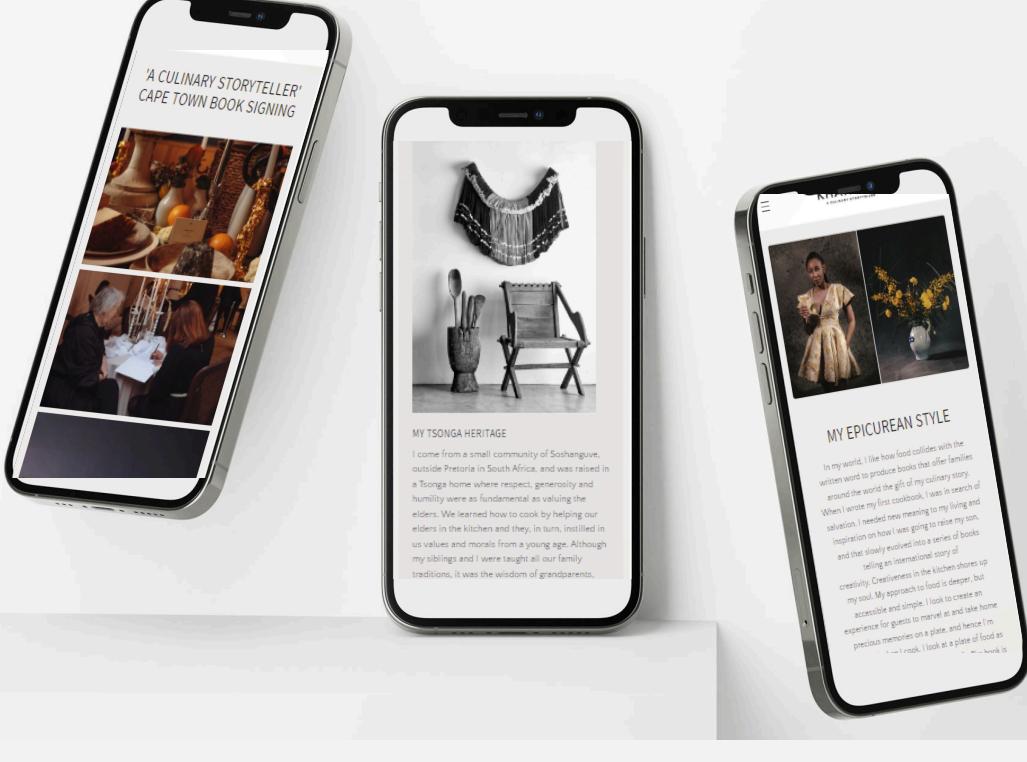
[www.khanyisamalabi.com](http://www.khanyisamalabi.com) is a mobile-friendly e-commerce website. The brief was to create a clean yet visually immersive digital experience.

It's an elegant, beautiful and responsive user interface. Its purpose is for the client to have a digital presence for her personal brand and an online store for her cookbooks.

A multi-channel marketing approach utilizing targeted email marketing campaigns and engaging social media content resulted in a significant increase in website click-through rates. This traffic surge was further capitalized on by streamlining the checkout process to just 3 steps. This frictionless user experience (UX) optimization led to a measurable increase in conversions, demonstrating the effectiveness of the combined marketing and UX efforts.

**Results:**

- Achieved 40% sales growth in the first quarter after launch.
- Reduced cart abandonment by 18% through simplified checkout flow.
- Improved mobile conversion rates by 25% with responsive, mobile-first design.

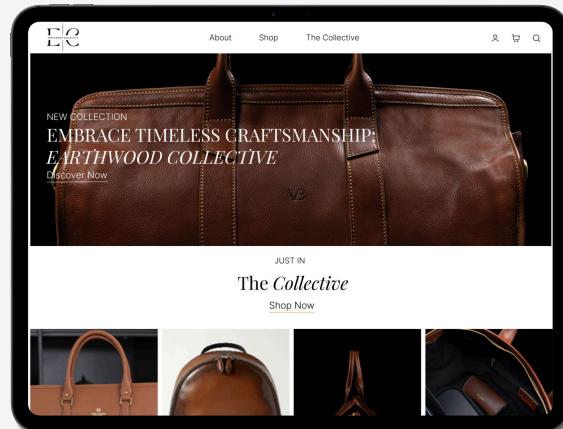




**Skills Demonstrated:** User Research  
Storyboarding  
Information Architecture  
User Interface Design  
Brand Identity Design

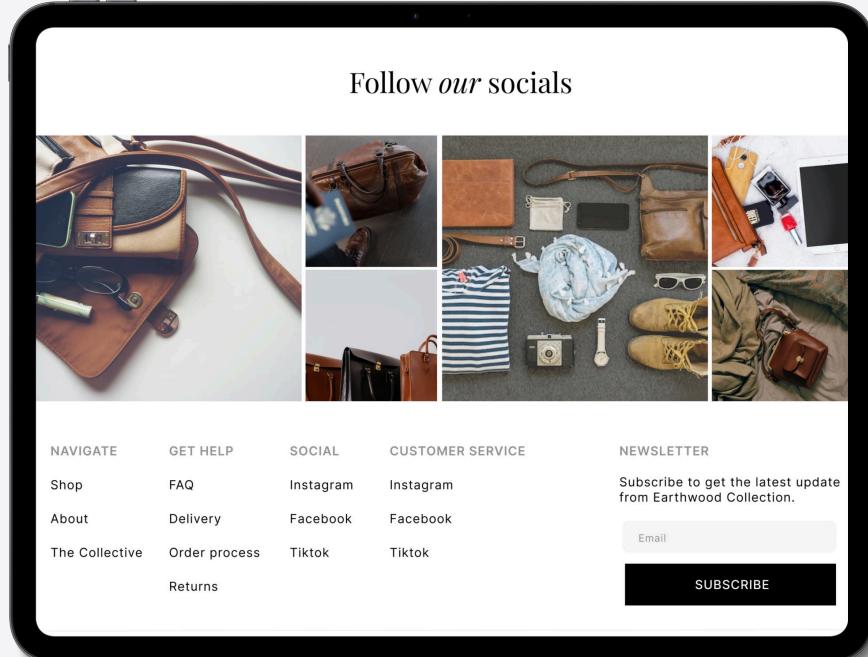
**Tools:** Figma  
FigJam

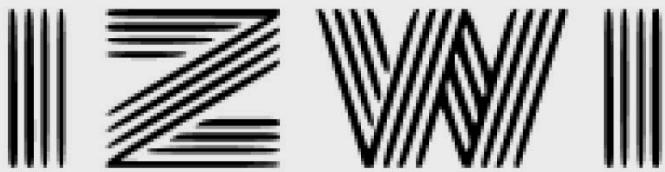
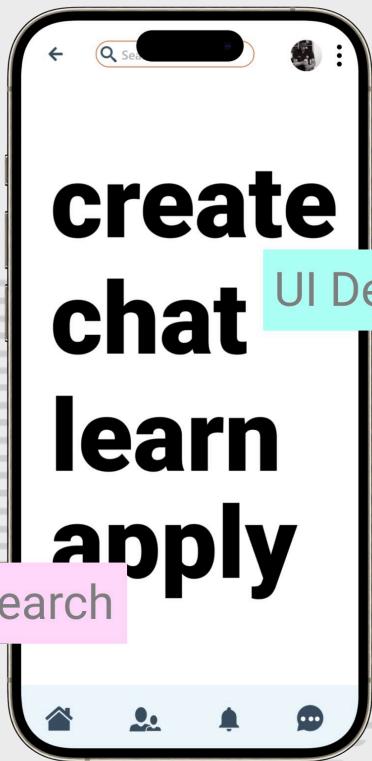
Earthwood Collective, a South African luxury leather goods brand, is committed to delivering premium quality leather products to its clientele.



Earthwood Collective's online store faced various UX challenges including a low conversion rate, the existing website is not adequately optimized for mobile, and the website fails to effectively showcase Earthwood Collective's extensive product catalog, making it challenging for users to discover and explore the full range of offerings.

To address these UX challenges and elevate the Earthwood Collective online store to a new level of excellence, I implemented the following solutions: create a responsive web design to ensure that the website functions seamlessly across various devices and screen sizes, incorporate high-quality product images and interactive elements to showcase the craftsmanship and quality of Earthwood Collective's products, and optimize the checkout process to minimize cart abandonment rates and customer support integration.\*





## OUR VOICE



**Skills Demonstrated:** User Research  
Storyboarding  
Information Architecture  
Prototyping  
Design System  
User Interface Design  
Brand Identity Design

**Tools:** Figma  
FigJam  
Adobe XD  
Adobe Illustrator  
Zoom

IZWI is a mobile application for online learning and peer-to-peer/mentor networking for students.

The traditional education system often relies on outdated methods that can limit student engagement and access to resources. This can hinder a student's ability to develop a strong foundation in their chosen field and prepare them for future careers.

This mobile application goes beyond traditional learning methods by providing students with a comprehensive e-learning experience. It offers a one-stop shop for all their learning needs, including: mentorship, peer networking, online classes and career opportunities.

This mobile application aims to bridge the gap between traditional learning methods and the vast potential of e-learning. It empowers students to transition smoothly into a digital learning environment, providing them with a comprehensive suite of online resources.\*

