portfolio.
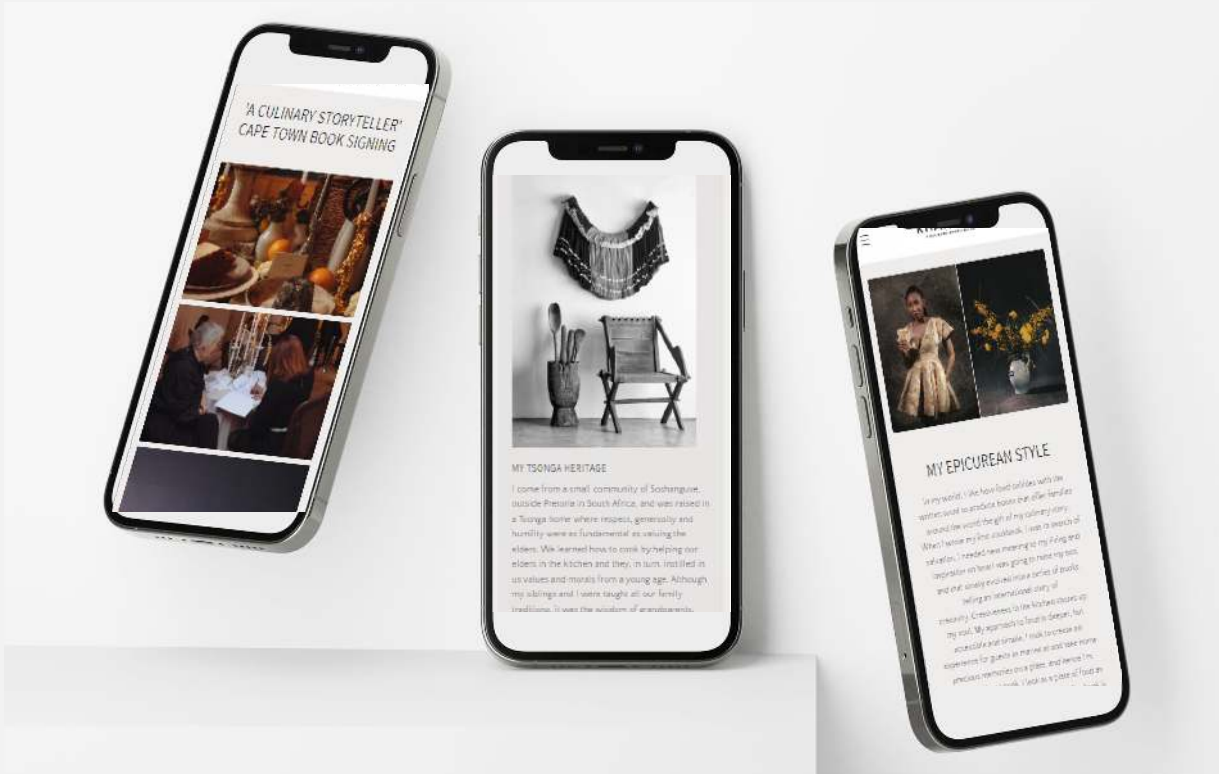
ATARA STUDIOS (PTY) LTD
DIGITAL PRODUCT DESIGN HOUSE

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 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. It's 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.
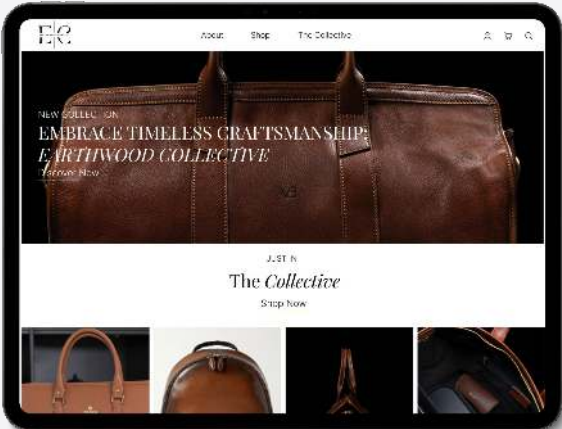
Skills Demonstrated: User Research
Storyboarding
Information Architecture
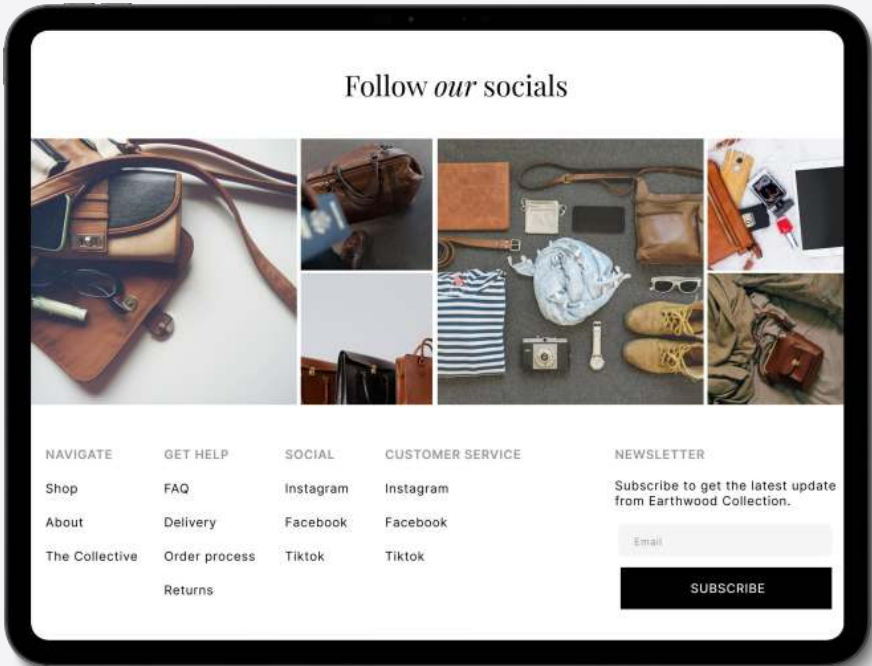User Interface Design
Brand Identity Design

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.*

*Case study handed over to client/developers
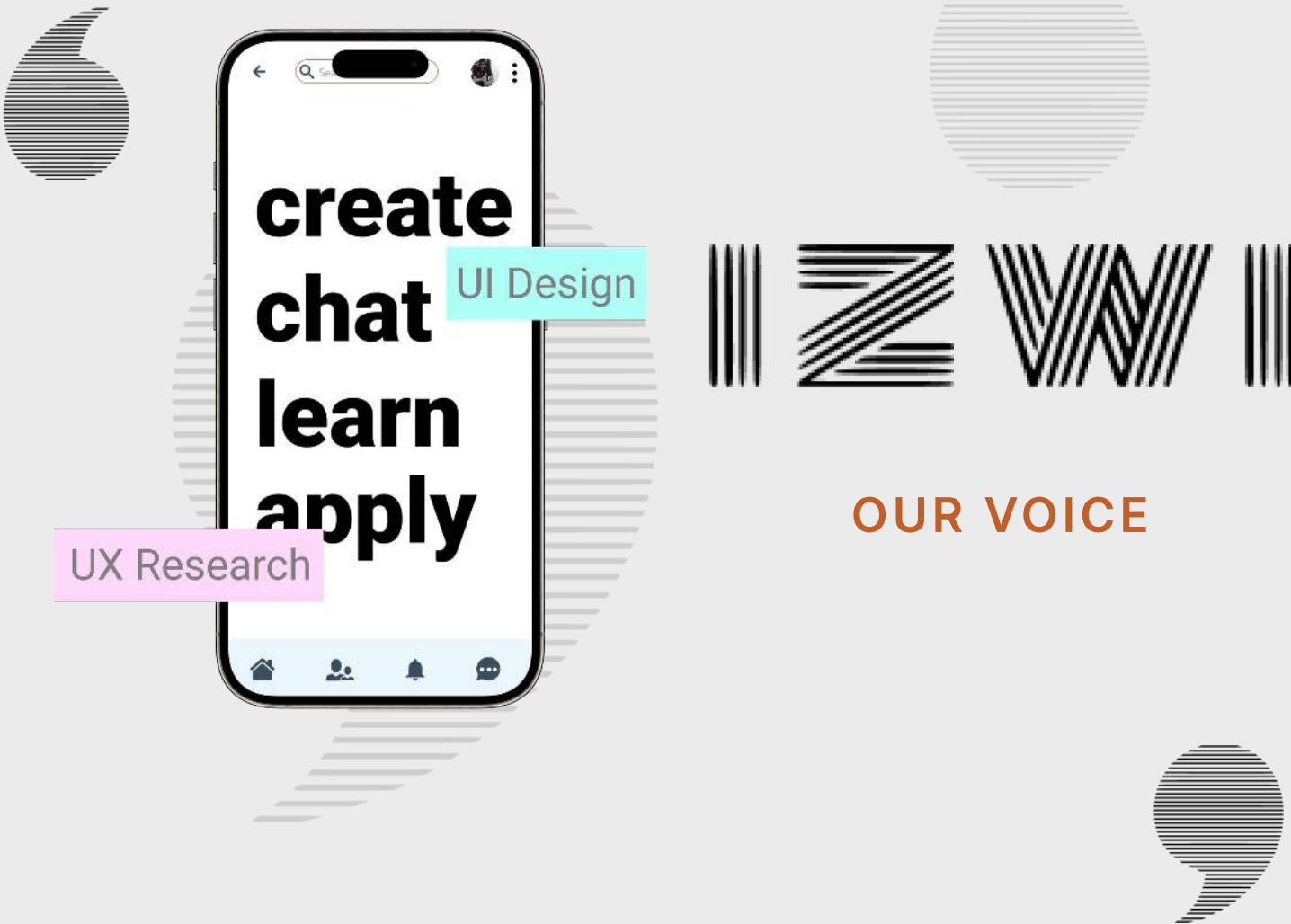
create chat learn apply

UI Design

UX Research

IZWI

OUR VOICE

Skills Demonstrated: User Research
Storyboarding
Information Architecture
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 opportuinities.

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.*
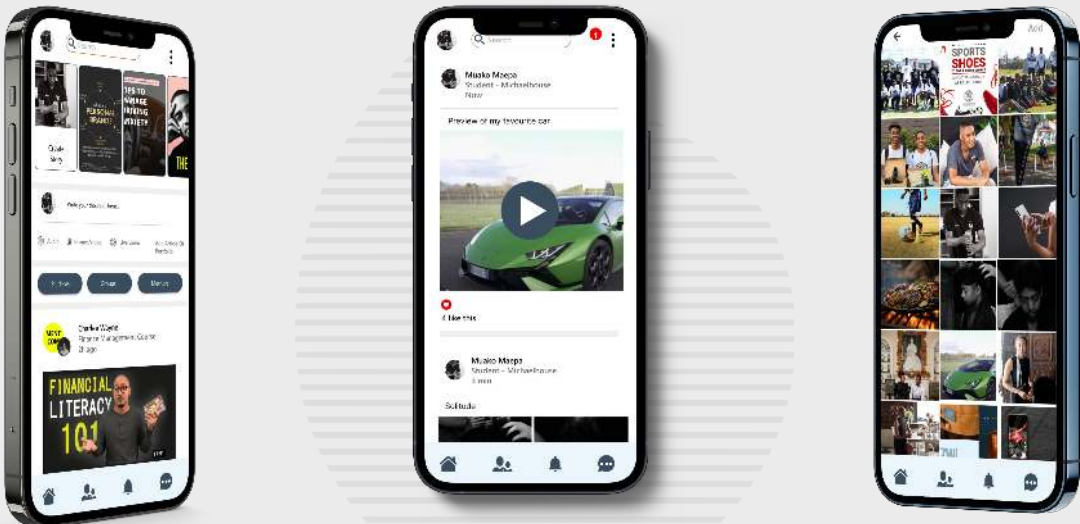
*Case study handed over to client/developers

LINDA JK KENQA

UX DESIGNER

✉ lskenqa@gmail.com | 🌐 steezyza.github.io/portfolio

The Essence of My Work

What truly sets my work apart is the passion I bring to it. I'm not content with designs that merely look good; my goal is to create digital landscapes that function seamlessly, enhancing the lives of those who interact with them. I derive immense satisfaction from knowing that the interfaces I design make the daily lives of users simpler, more efficient, and enjoyable. I'd be delighted to connect with you.

Thank you for your time, please reach out and I look forward to exploring the possibilities that lie ahead.