

### Summary

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Hey there! I'm an experienced Product Designer specializing in UX/UI/Interaction design for both mobile and web projects, with a focus on the banking sector. With 15 years in mobile and 23 years in software and web design, I bring extensive knowledge and a collaborative approach, thanks to my coding background. I'm adept in using AI in discovery, data analytics, and conceptual design, and proficient in tools like Figma, Axure, XD, InVision, Photoshop, and Illustrator.

Having led many successful projects with diverse teams, I'm a problem solver first and a designer second. I Thrive in both individual and collaborative settings. My designs integrate psychological and ergonomic considerations, ensuring fit with the target market. The ultimate interface is no interface - one day :) Outside of design, I enjoy pottery, photography, sewing sailcloth tote bags, building electronics, music production, travel, and outdoor activities.

### Education

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**BFA Design & HIG** (human computer interaction) *cum laude*  
Academy of Art - San Francisco  
2008-2012

**High school** (South Africa) *matriculated*  
Hill High, Johannesburg  
1991

### Experience

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Senior Product Designer

**Fivestars by SumUp**

2022 - 2023

SumUp provides technology-driven payment processing solutions, enabling businesses of all sizes to accept payments seamlessly both online and in-store.

**Design Innovation:** Crafted user-centric design solutions for mobile and web to bring their loyalty system to their European product.

**Team Collaboration:** Led end-to-end design process, collaborating with Engineers, Product Managers, and Analysts.

**User Advocacy:** Transformed insights into actionable design concepts and upheld consistent branding.

**Problem Solving:** Addressed complex design issues, explored new product concepts, and nurtured a creative team culture.

**Strategic Leadership:** Applied strategic thinking to align design deliverables with business goals, impacting millions.

### Skills

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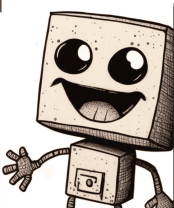
#### UX / UI

- Native iOS / Android & web  
Wires, flows and prototypes
- Discovery
  - Brainstorm, affinity and journey mapping, personae etc)
- Project and team management  
Motion and audio design
- Web (20 years) and UX (15 years)

#### Software and tech

- Figma, Axure, XD & Invision
- Illustrator, Sketch  
Adobe After Effects (video), Logic Pro (audio)
- HTML & CSS
- MidJourney AI  
Chat GPT AI

Yippie, human eyes  
are reading me



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## Experience continued

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Senior UX Designer

**TD Bank USA**

2019 - 2022

Creation of new digital products for the bank's mobile platforms. This role included working closely with User Experience team to research and create the product briefs while fulfilling the business briefs. Personae, user journey and other design thinking tools used to find the right fit for user's needs.

Wireframing, prototyping and working closely with the Agile and Testing teams to deliver solid products were some of the responsibilities.

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Lead UX Designer

**Bank of America**

2015 - 2019

Worked on over 40 projects in the four years at the bank. Contributed to the then 21 million users success on their iOS and Android platforms. Delivered solo projects and a couple great multi-year projects (*see stats on right*). I gained my Design Thinking methodologies at the bank and its a useful set of tools to rely on to find out who the user is, and their needs. Worked closely with user testing to make many prototypes and other studies, to gain valuable targeted insights about their banking habits to bake into our UX.

### Results

#### Mobile BillPay

Single payments	↑30%	225,000+ per day
Payments edited	↑71%	5,000+ per day
Add/edit recurring	↑25%	7,800+ per day
Add/edit AutoPay	↑30%	1,700+ per day

#### Mobile Transfers

Transfers in 2017	69M
1st quarter 2019	↑\$18B
Year over year P2P increase	↑79%

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Lead UX Designer

**MAZ Digital**

2014 - 2015

Mobile user interface design for iOS, Android & Desktop digital magazine storefront and reader.

Clients include: Forbes, Inc., Entrepreneur, OK Magazine, Star Magazine, DuJour and The Economist to name a few.

### Result

Content downloads	↑58%
Single issue revenue	↑62%
Paid issue downloads	↑60%
Higher conversion rate than industry	↑400%