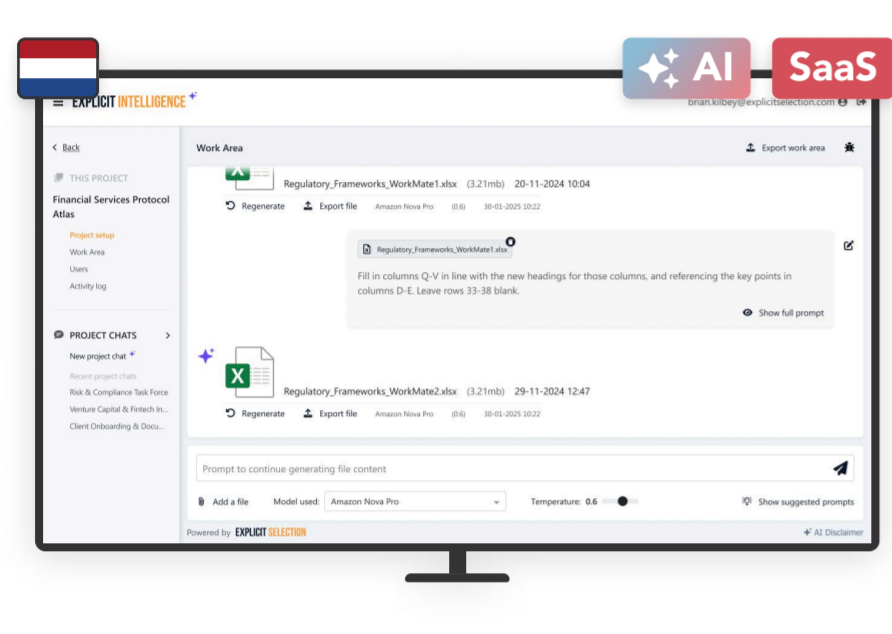




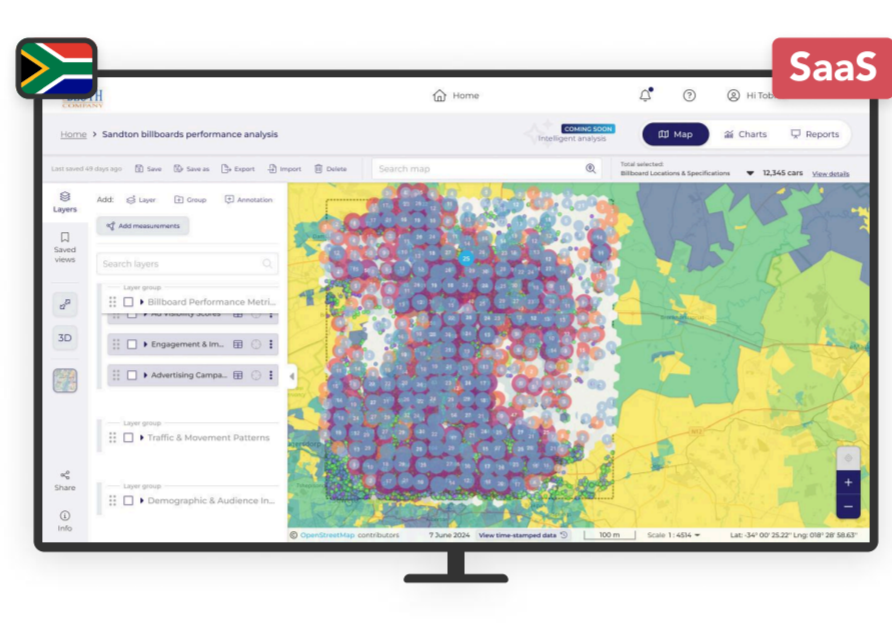
My portfolio snapshot

My Portfolio Snapshot

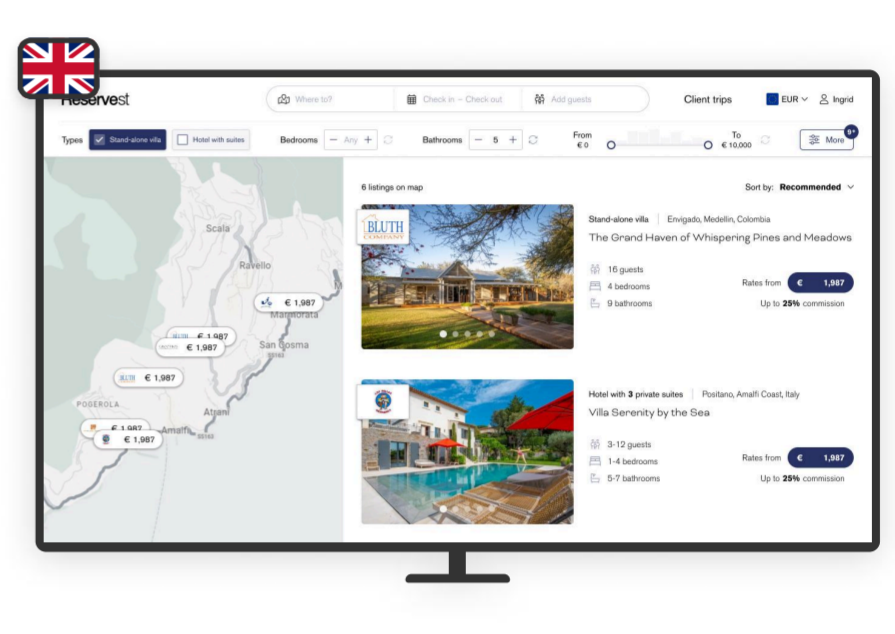
Client	Project	Usability review	User research	Personas	Storyboards	Information architecture	User journeys	Wireframe prototype	High-fidelity designs	User testing	Platforms (primary use)
Explicit Selection	AI-powered assistance for fintech consultants					✓		✓	✓		
GeoInt	MapStack: Geospatial data visualisation & analysis tool	✓				✓		✓	✓		
Reservest	Luxury villa booking portal for agents	✓		✓		✓	✓	✓	✓		
Auréus	Wealth management: client & service desk portals					✓	✓	✓	✓		
Yōjō	Pain management support & corporate wellness	✓	✓	✓		✓	✓	✓	✓		
DotGroup	DataSprint: Rapid file transfer system for media companies					✓	✓		✓		
Everflow	Utilities quoting & sales portal (+ public website)		✓	✓	✓	✓	✓	✓	✓		
Merchant Capital	Business capital application portal			✓	✓		✓	✓	✓		
Korridor	Cross-border logistics forex & procurement portal	✓		✓	✓	✓	✓	✓	✓		
MTS	Insite: Mining compliance and scorecard manager	✓		✓	✓	✓	✓	✓	✓		
Start-up business	Mobile PoS, online retail and rewards app	✓					✓			✓	
ID mgmt services co	Personal info sharing, validation & storage			✓	✓	✓	✓	✓	✓		
Standard Bank	Edge: Online banking services for entrepreneurs		✓	✓	✓		✓				
Flexistore	Automated self-storage rental & access app	✓									
Social impact projects (4)	Literacy, health, parenting, entrepreneurship sectors		✓	✓	✓	✓	✓	✓	✓		



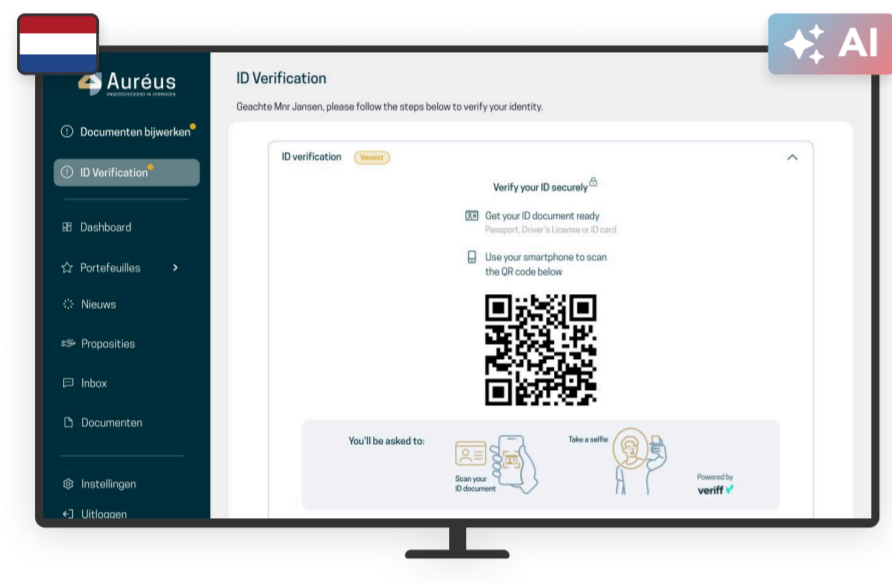
EXPLICIT SELECTION



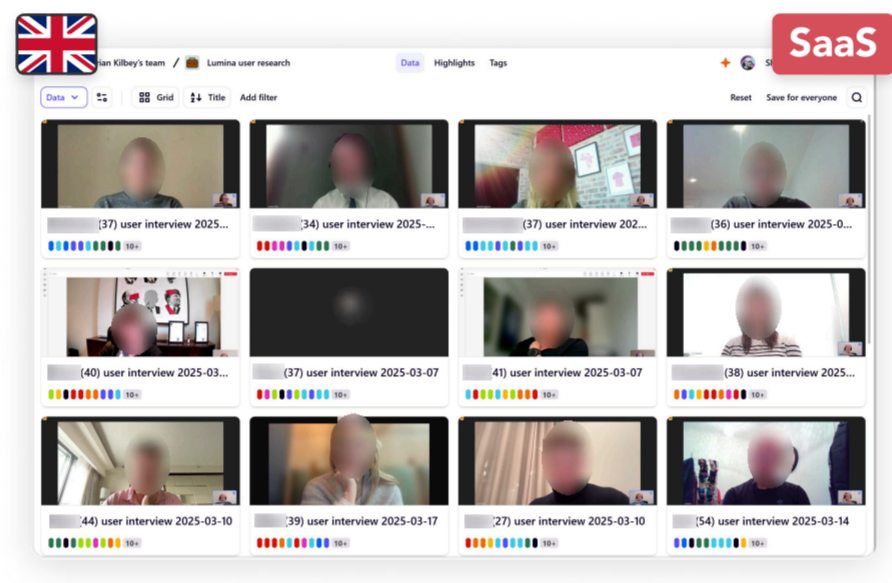
GEOINT  
SHAPING THE FUTURE OF WHERE



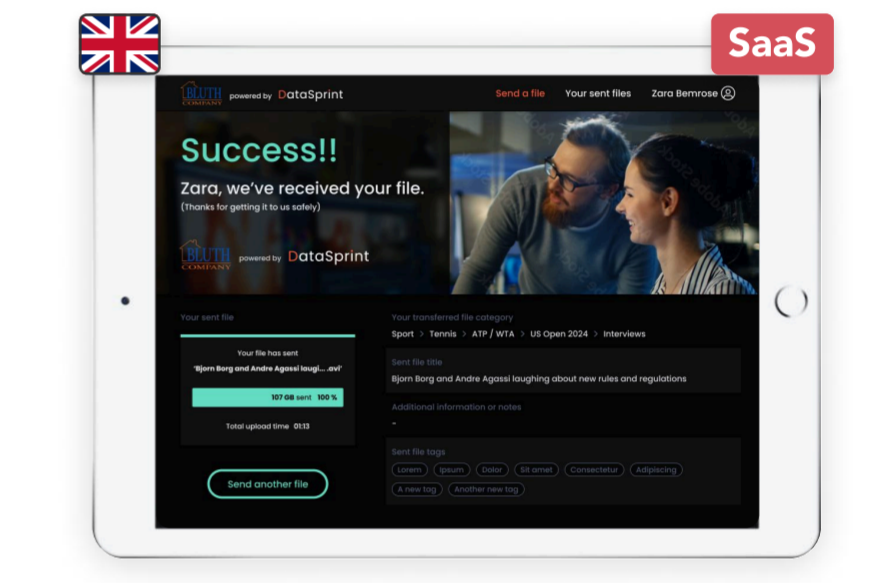
Reservest



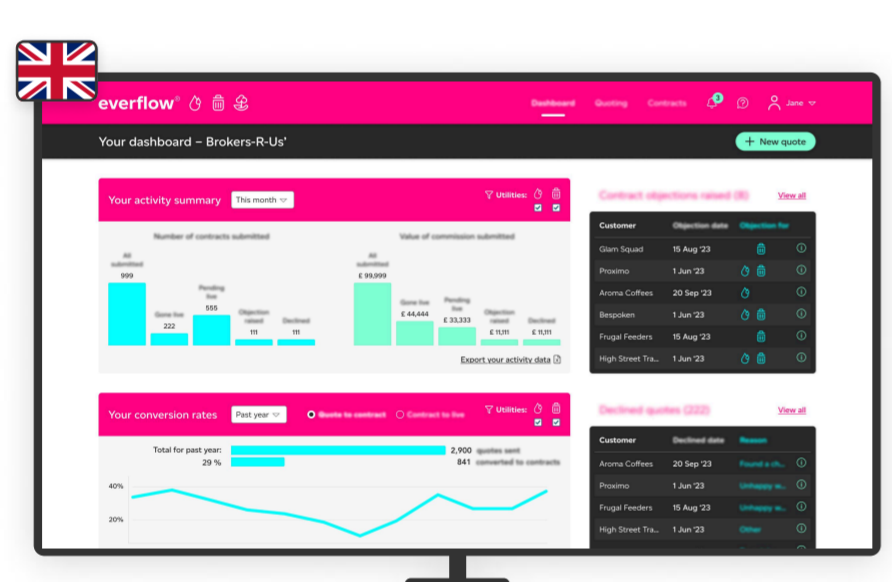
Auréus  
ONDERSCHIEDEND IN VERMOGEN



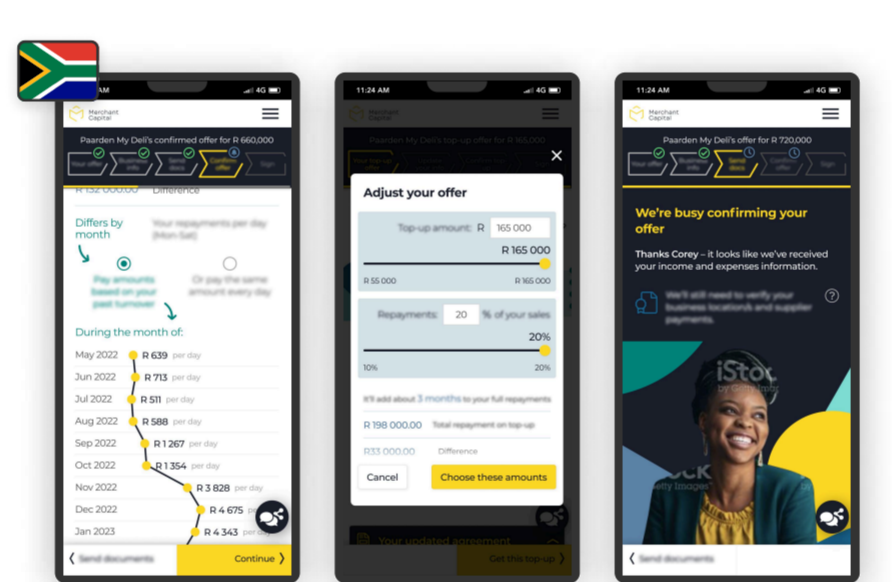
yōjō



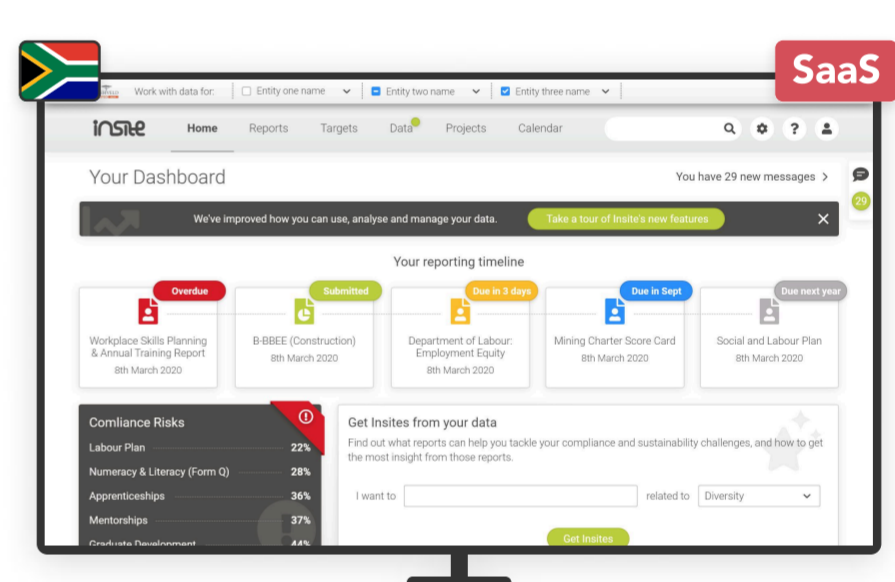
Dot Group



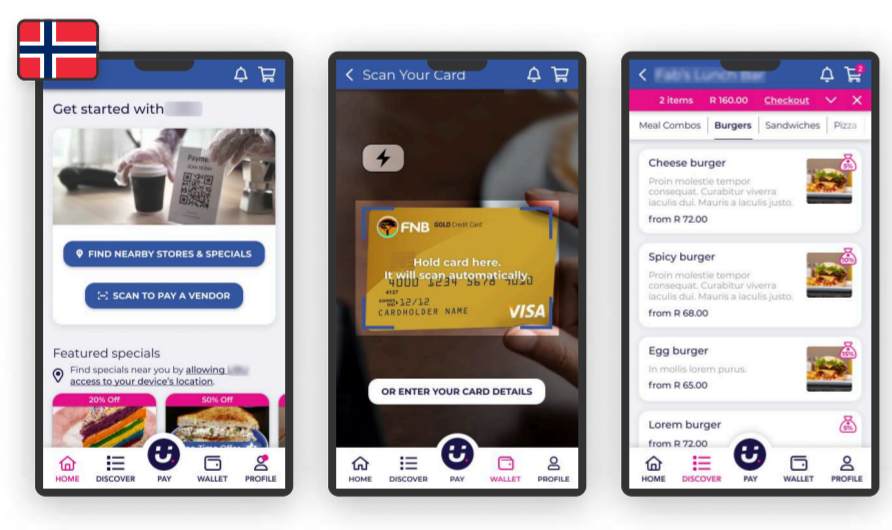
everflow®



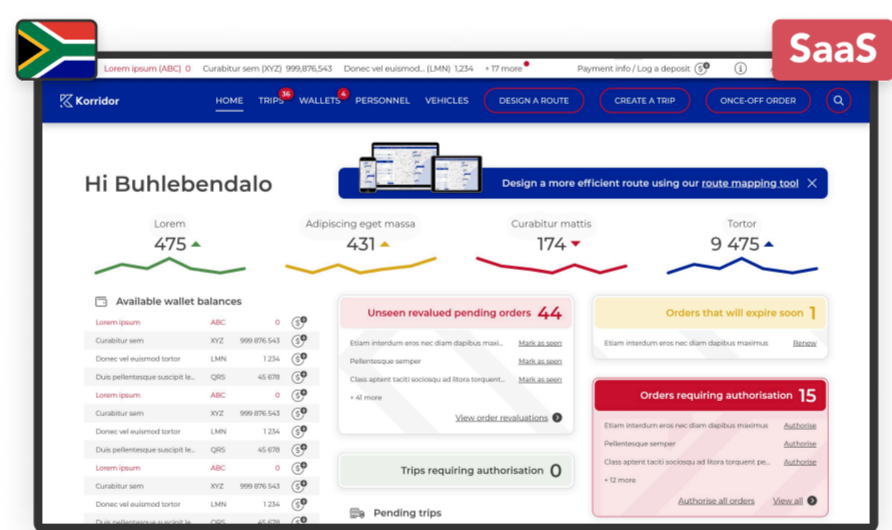
Merchant Capital



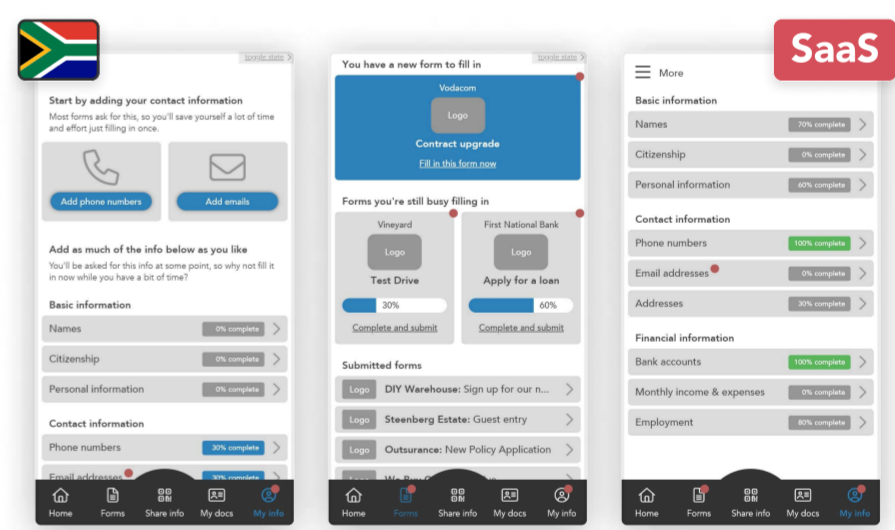
mts  
People Centred Solutions



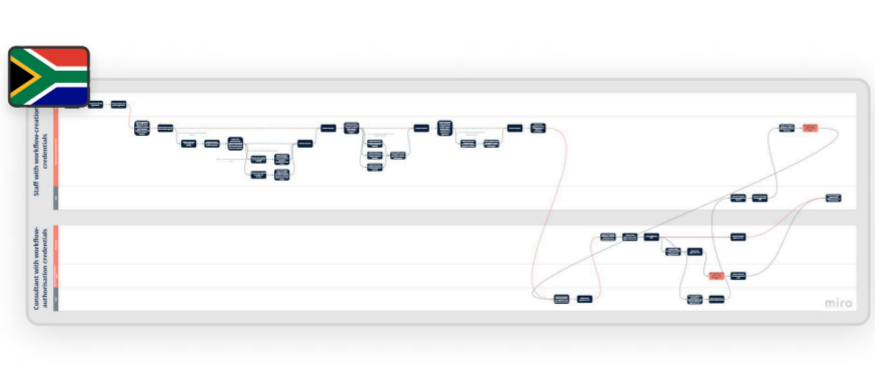
Norwegian-Based Start-Up (NDA)



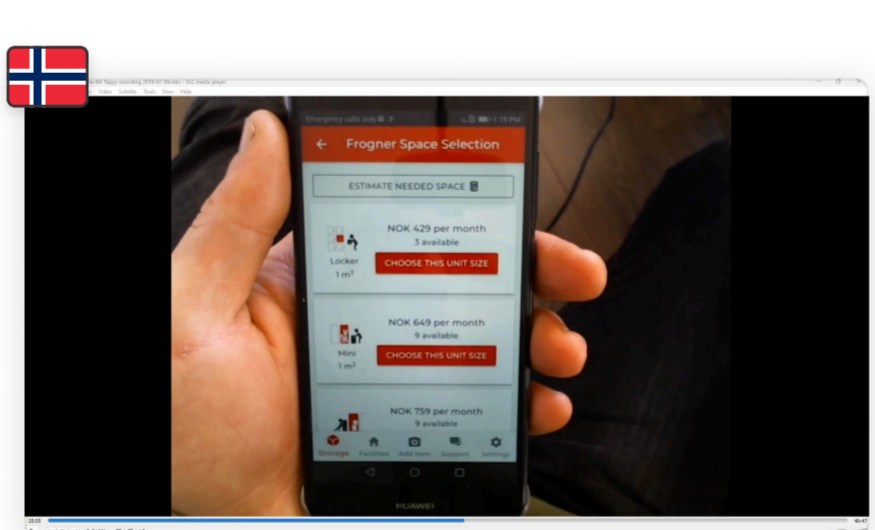
Korridor



ID Management Services Company (NDA)

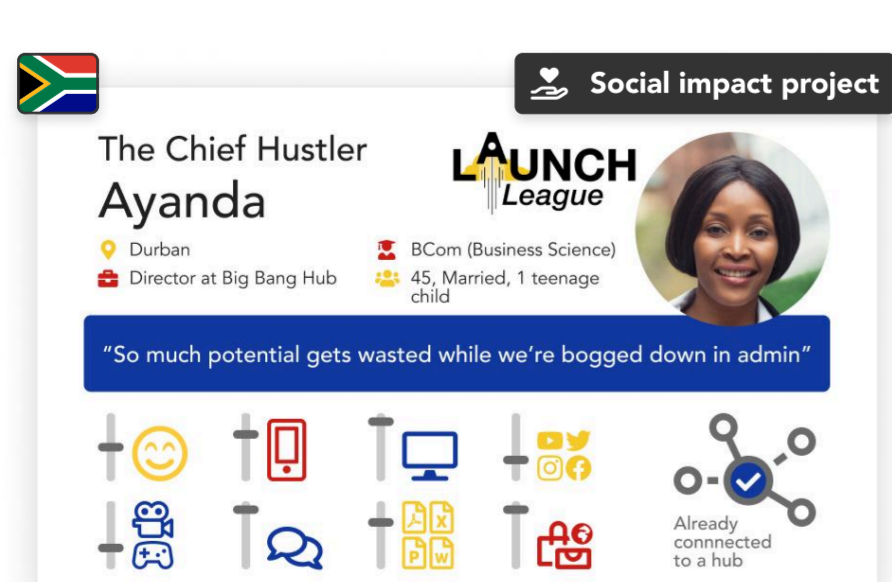


Standard Bank

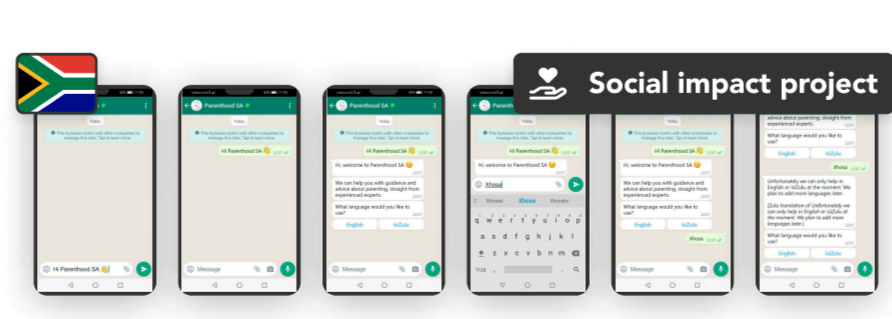


Flexistore

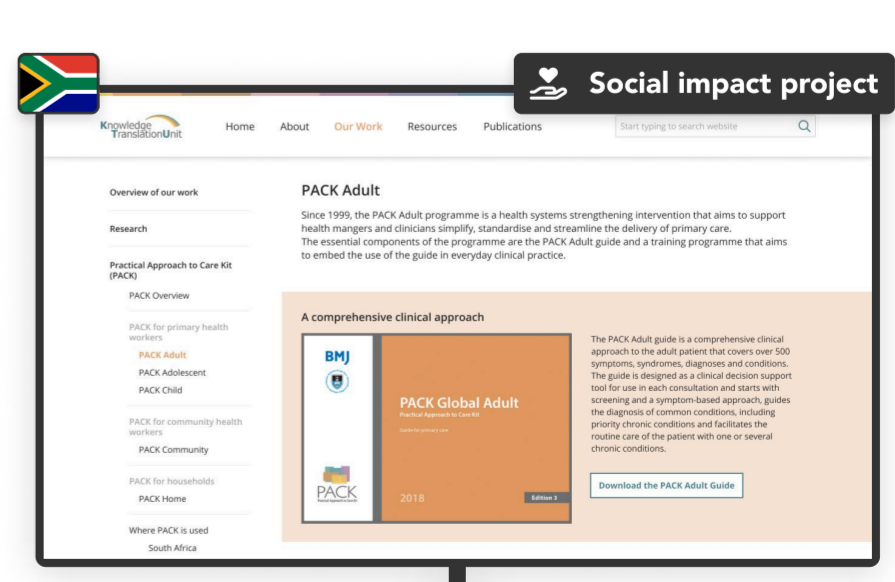
Social Impact Projects



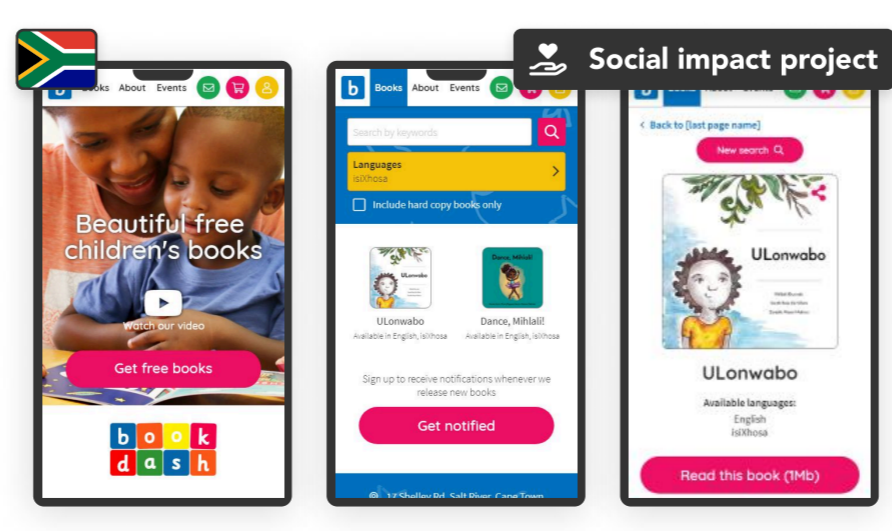
LAUNCH League



Parenthood SA



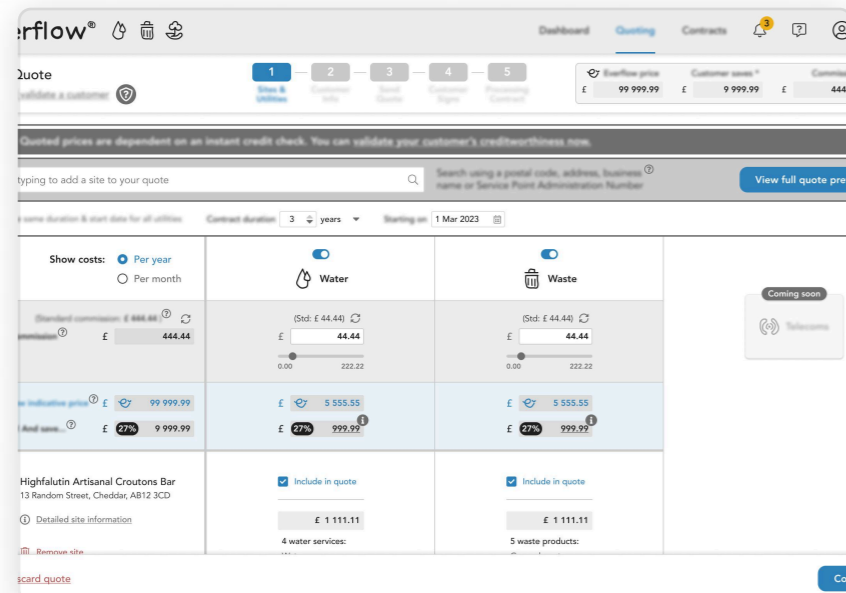
Knowledge Translation Unit



book dash

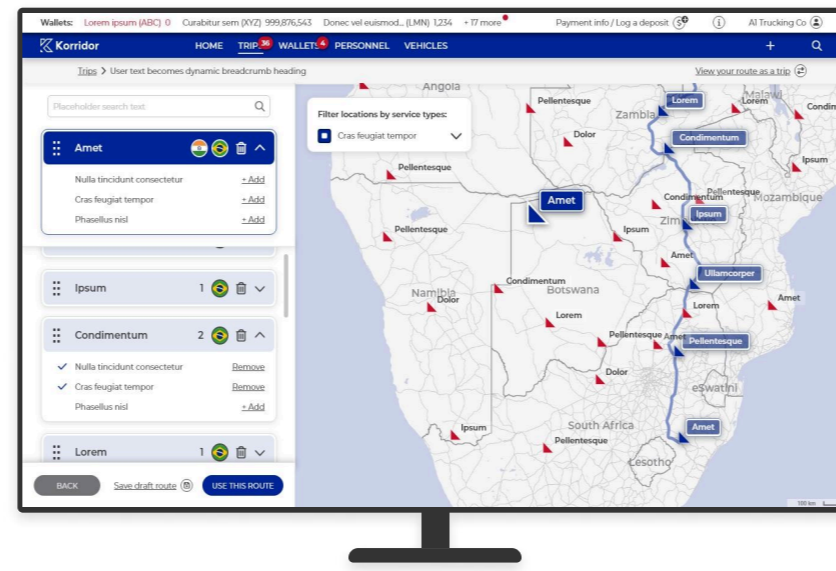


# My Toolkit



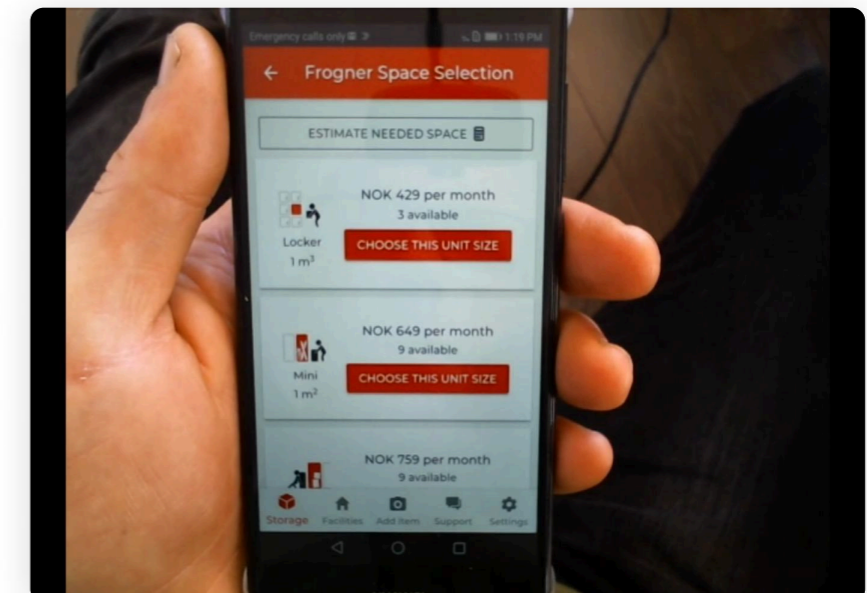
## Interactive Wireframe Prototypes

Refining **content, structure & flows** using relatable but visually-bland screen layouts.



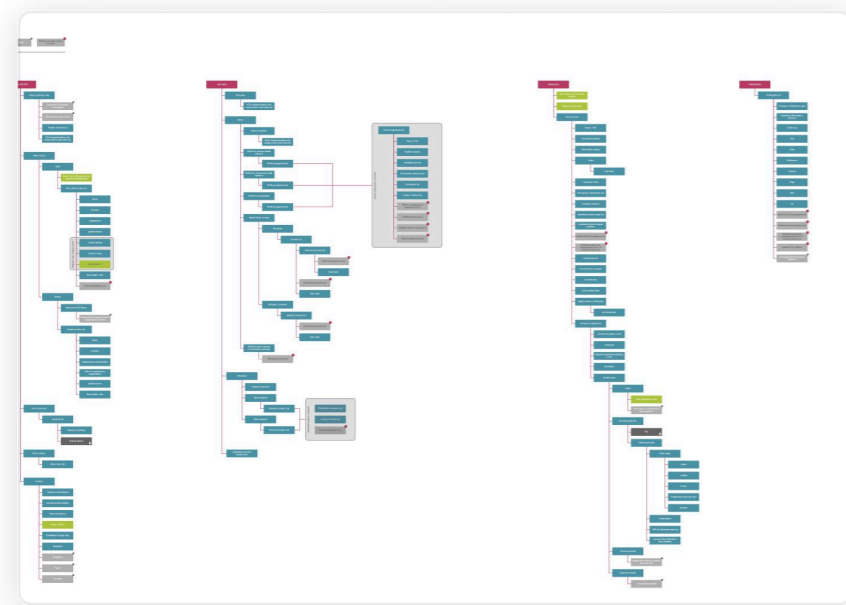
## UI (User Interface) Design

Crafting a **high-impact look & feel** to best bring out its powerful features.



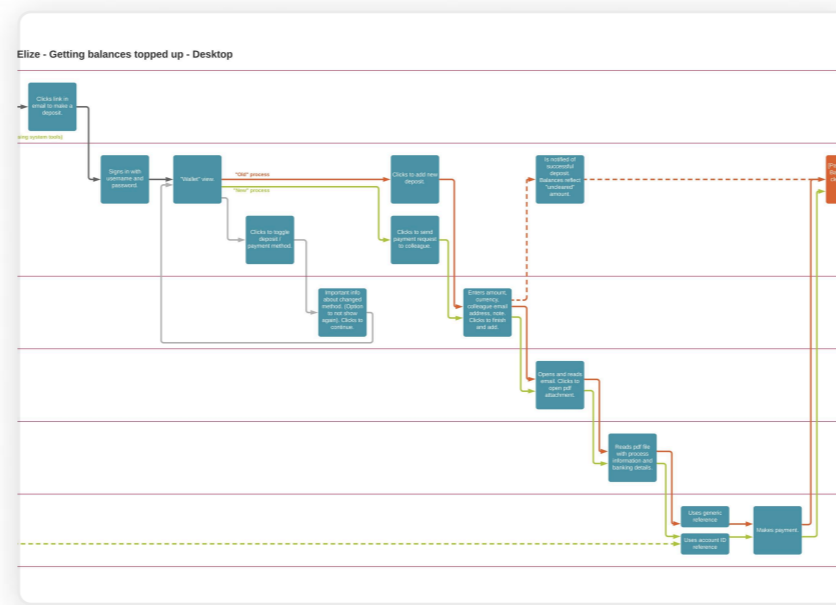
## User Testing

Catching unexpected surprises and usability issues. Validating designs, **before building anything!**



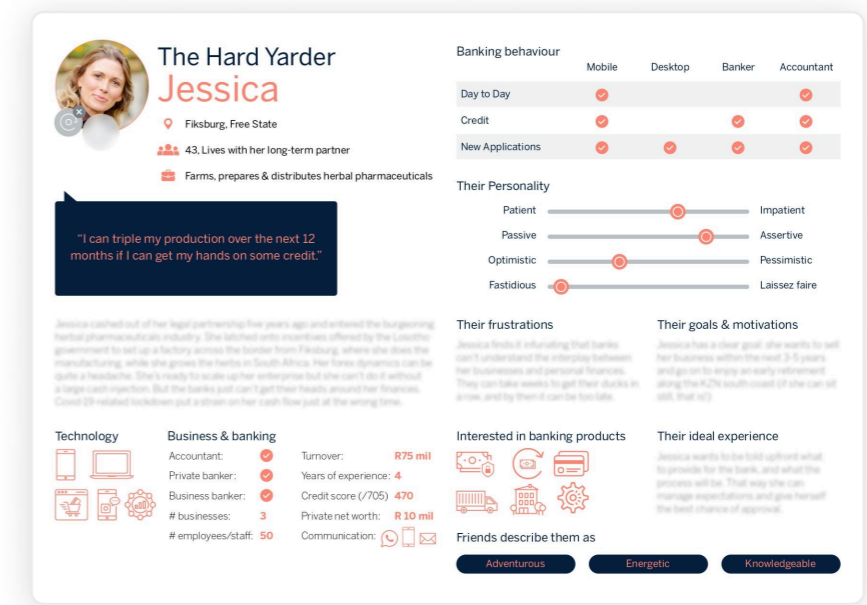
## Information Architecture

A good user experience is rooted in intuitive navigation that **matches users' mental models**.



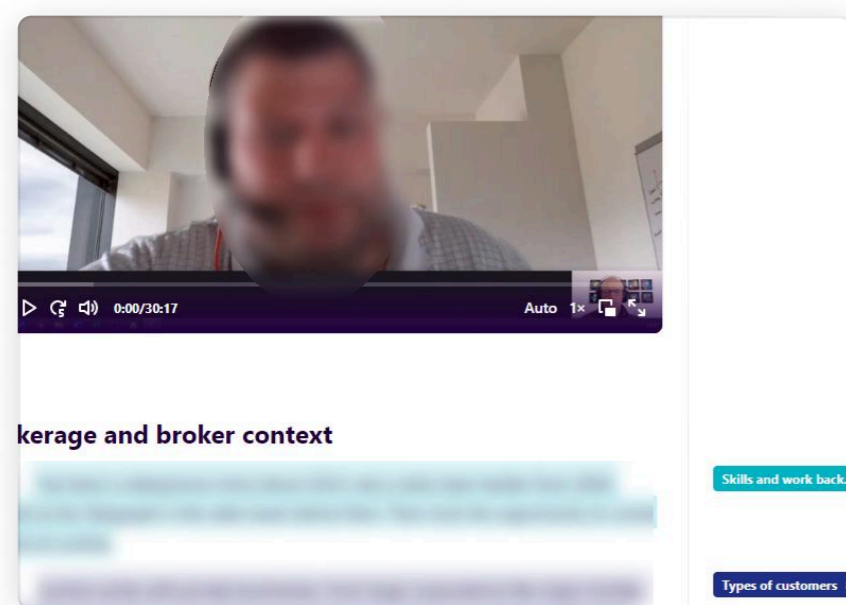
## User Journeys

Simply put: **making it easier!** Improving onboarding, uptake & adoption by removing friction.



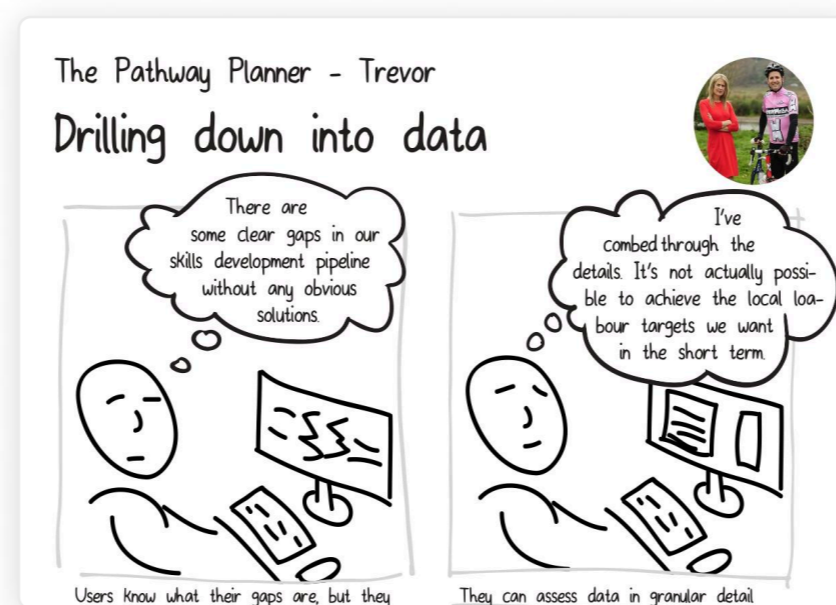
## Personas

Getting the team **on the same page** about users' motivations, frustrations & needs.



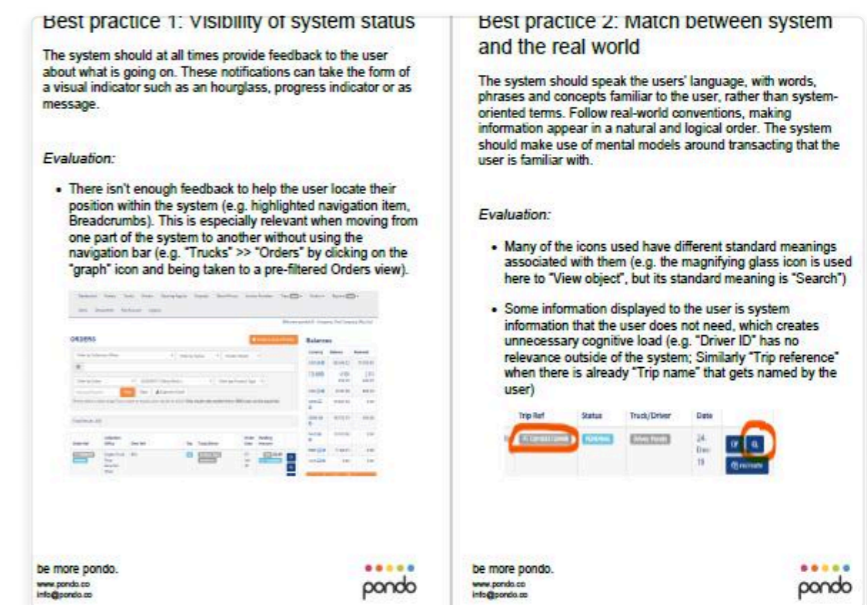
## User Research

Finding out who users actually are, and **taking guesswork out** of unknown user behaviours.



## Storyboards

Refining the project scope & requirements in a way that **engages stakeholders**.



## Usability & UX Reviews

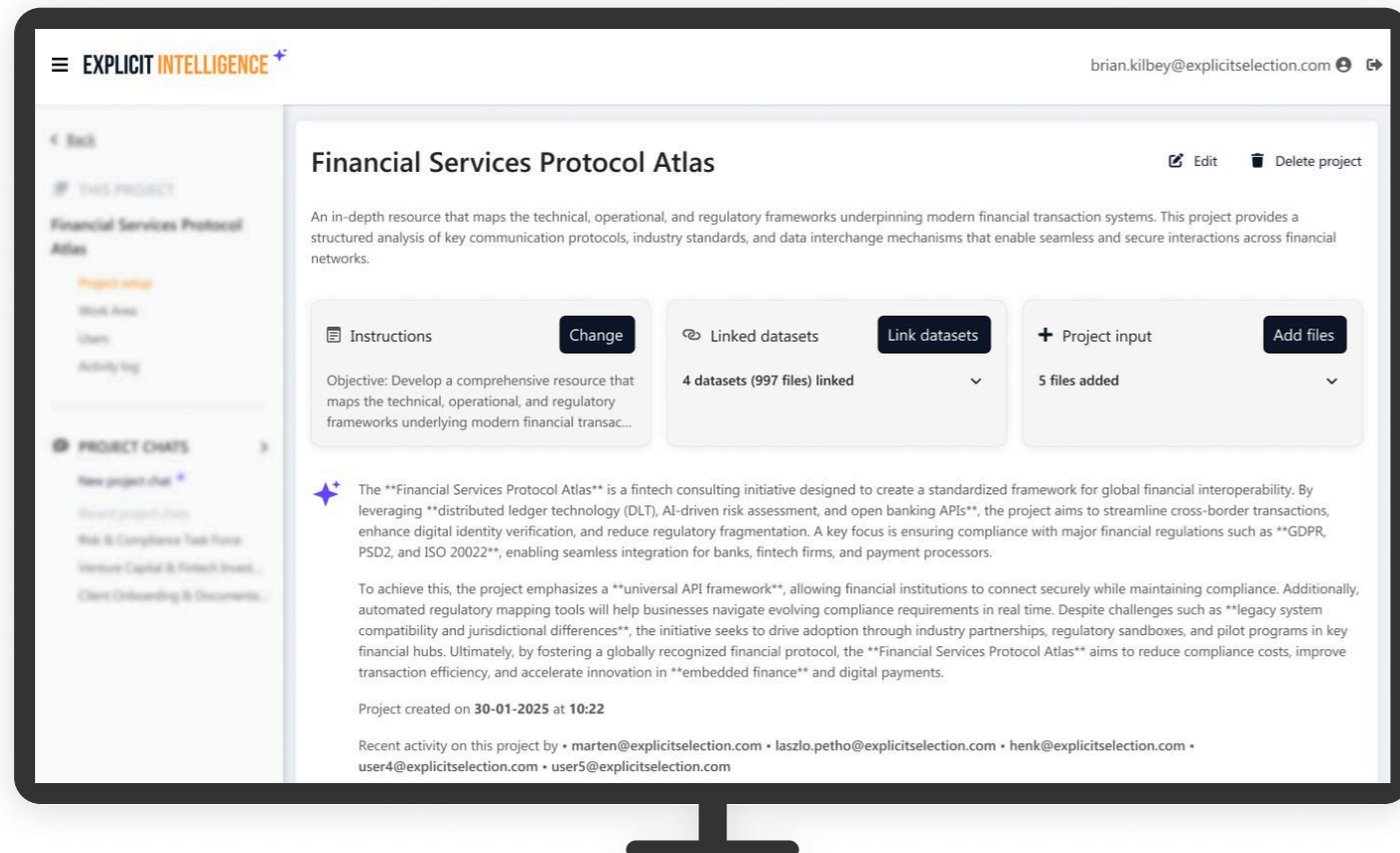
A quick way of **improving an existing system**, based on best practices.



# EXPLICIT SELECTION | Explicit Intelligence: AI tool



2024-2025 | ongoing



## Design Outcomes



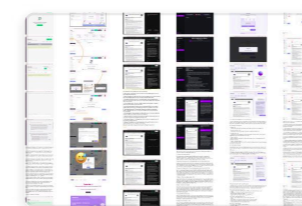
- ✓ Intuitive layout, labelling and features that **match users' experience** with AI systems
- ✓ A 2-tiered navigation pattern that **saved build effort/cost** without sacrificing findability and flexibility
- ✓ **A long, adaptable runway** for adding functionality and features without requiring structural redesign

## AI-powered assistance for fintech consultants

Fintech consulting firm Explicit Selection leveraged its fintech experience and IP by building an AI-powered tool for internal consultants.

I borrowed and adapted emerging patterns and features from AI platforms to provide a familiar but customised interface and feature set.

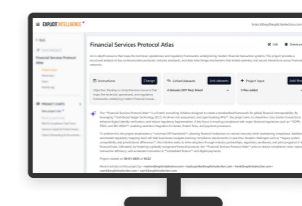
## Processes & Deliverables



Patterns research



Information architecture



High-fidelity designs

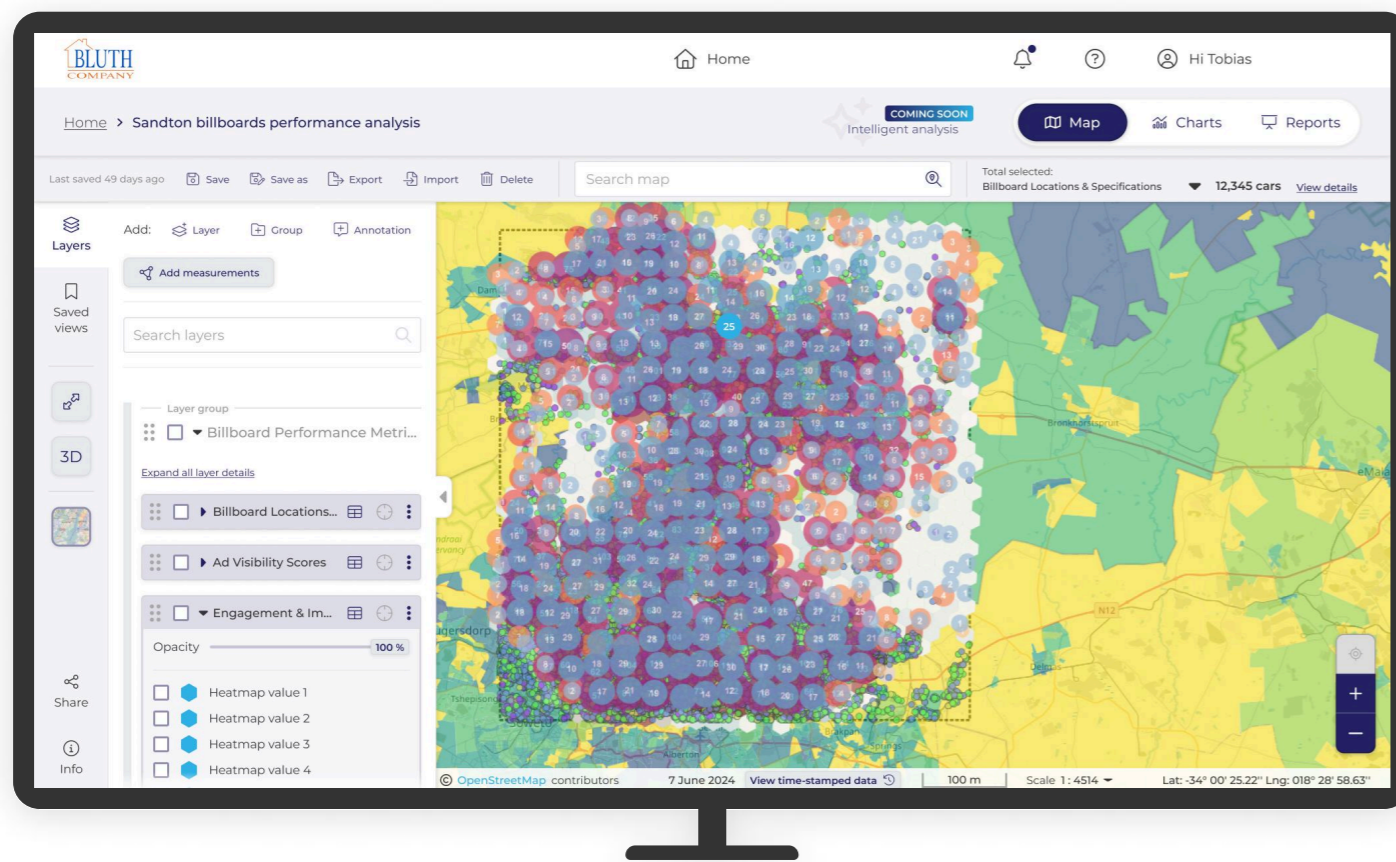


## MapStack: Data analysis system



2024-2025 | 3 months

SaaS



### Design Outcomes



- ✓ A more **intuitive and easier to use** navigation that matches users' mental models
- ✓ Cleaner, **more attractive visual design** that the marketing team can promote
- ✓ Ongoing **build effort is focused** on the most important features and tools – based on validated user feedback

### Geospatial data visualisation & analysis platform

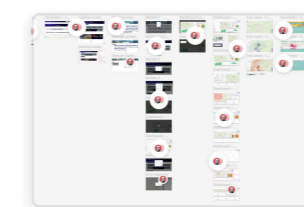
GeoInt needed an updated look and feel for their MapStack geospatial data analysis product.

I also introduced some high-impact navigation and layout improvements.

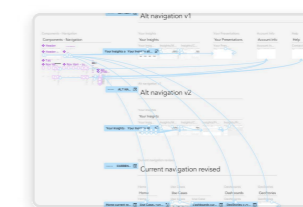
### Processes & Deliverables



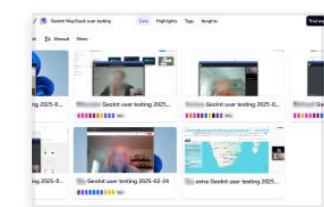
Information architecture



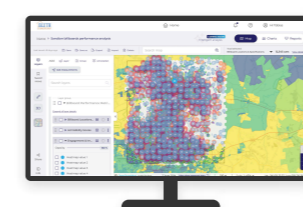
Usability review



Wireframe prototype



User testing

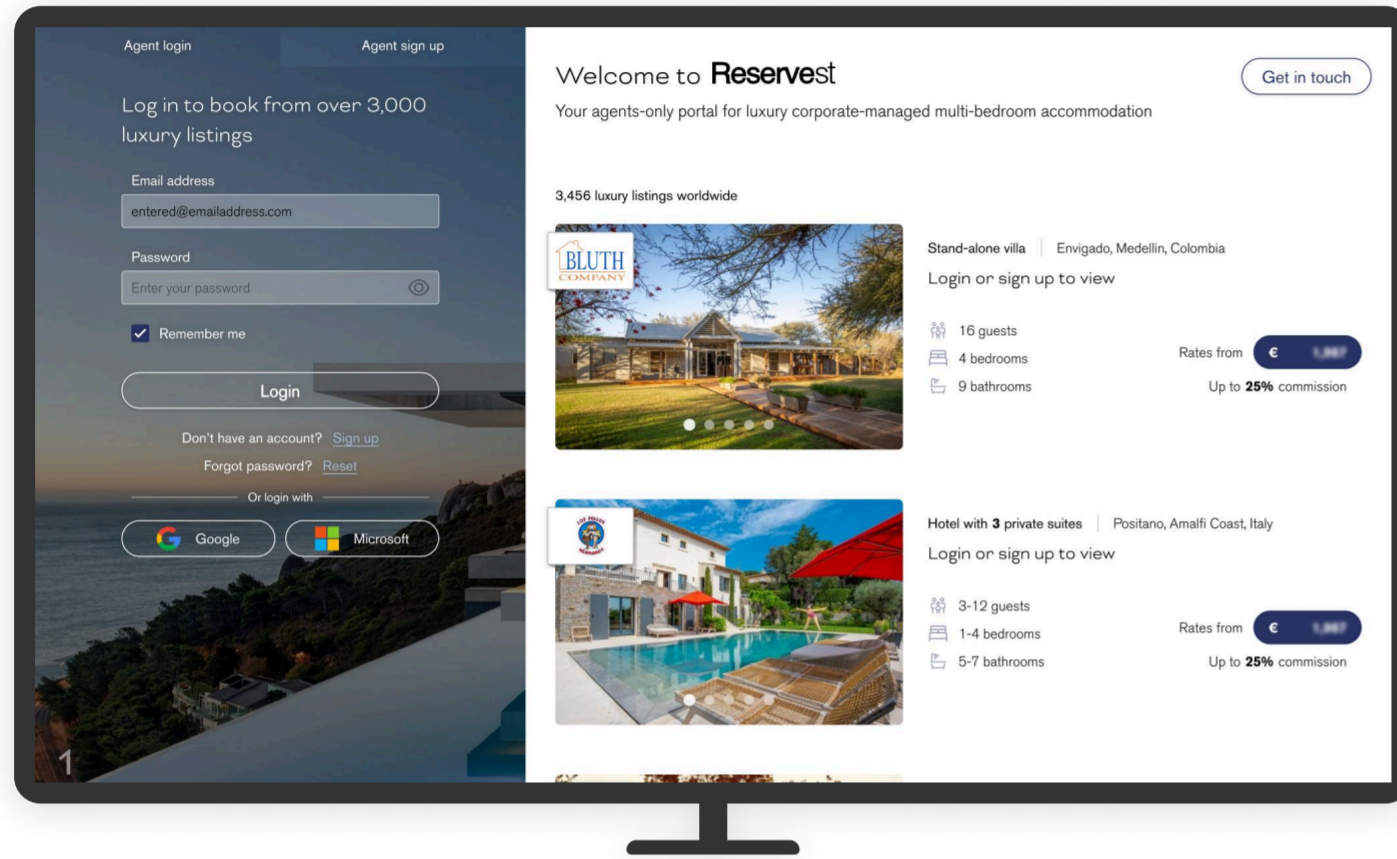


High-fidelity designs



# Reservest | Bookings portal

 2024 | 5 months



## Design Outcomes



- ✓ Agents onboard more efficiently at a **higher sign-up conversion rate**
- ✓ Agents **find what they are looking for** more effectively and easily
- ✓ **Payments & booking confirmations** are clear and simple, and agents can manage reservations transparently

## Luxury villa booking portal for agents

The client wanted to rapidly grow their user base.

I worked from their proof of concept design to improve user flows from onboarding through to product booking. I needed to prevent users from getting confused by the complexity of different product types.

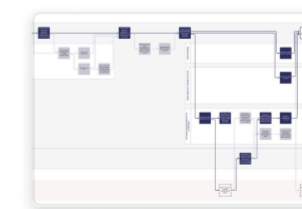
## Processes & Deliverables



Personas



Information architecture



User journeys



Wireframe prototype



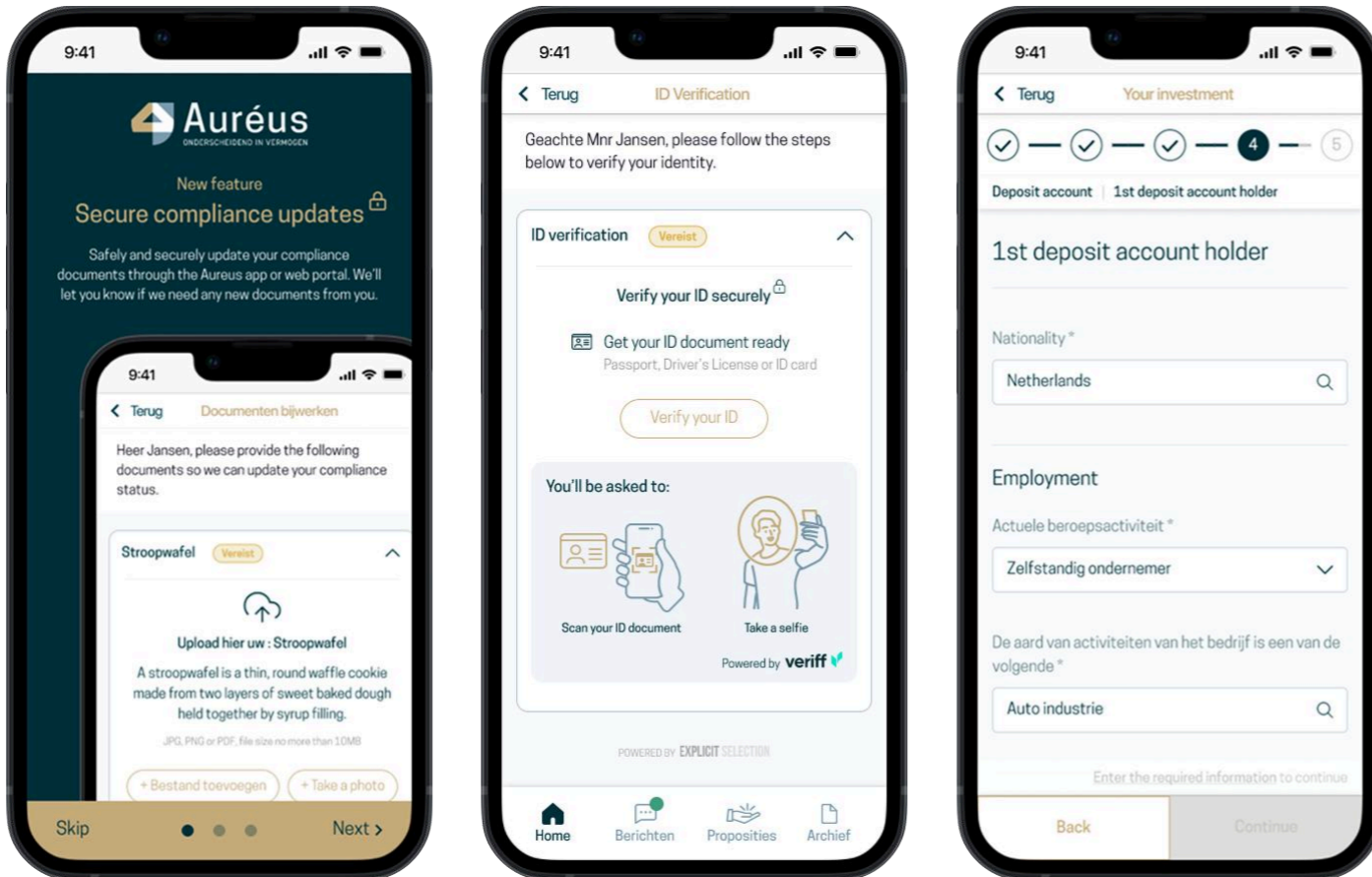
High-fidelity designs



Client app, Service desk portal



2024 | 6 months



- Mobile-first (client app)
- Desktop-only (service portal)

### Design Outcomes

- ✓ Clients have more control over their compliance experiences across different devices
- ✓ Service Desk agents can onboard and process clients' compliance more effectively and efficiently across teams
- ✓ Service Desk agents' workflows are more efficient through AI-assisted document and compliance checking

### Wealth management: client & service desk portals

I iterations on Auréus' existing MVP systems as they added functionality.

This was an exercise in compromise and trade-offs. I solved design problems within the constraints of baked-in system patterns.

I worked under the Explicit Selection team, who was contracted by Auréus.

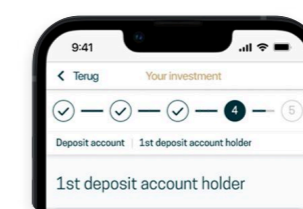
### Processes & Deliverables



Information architecture



User journeys



High-fidelity designs

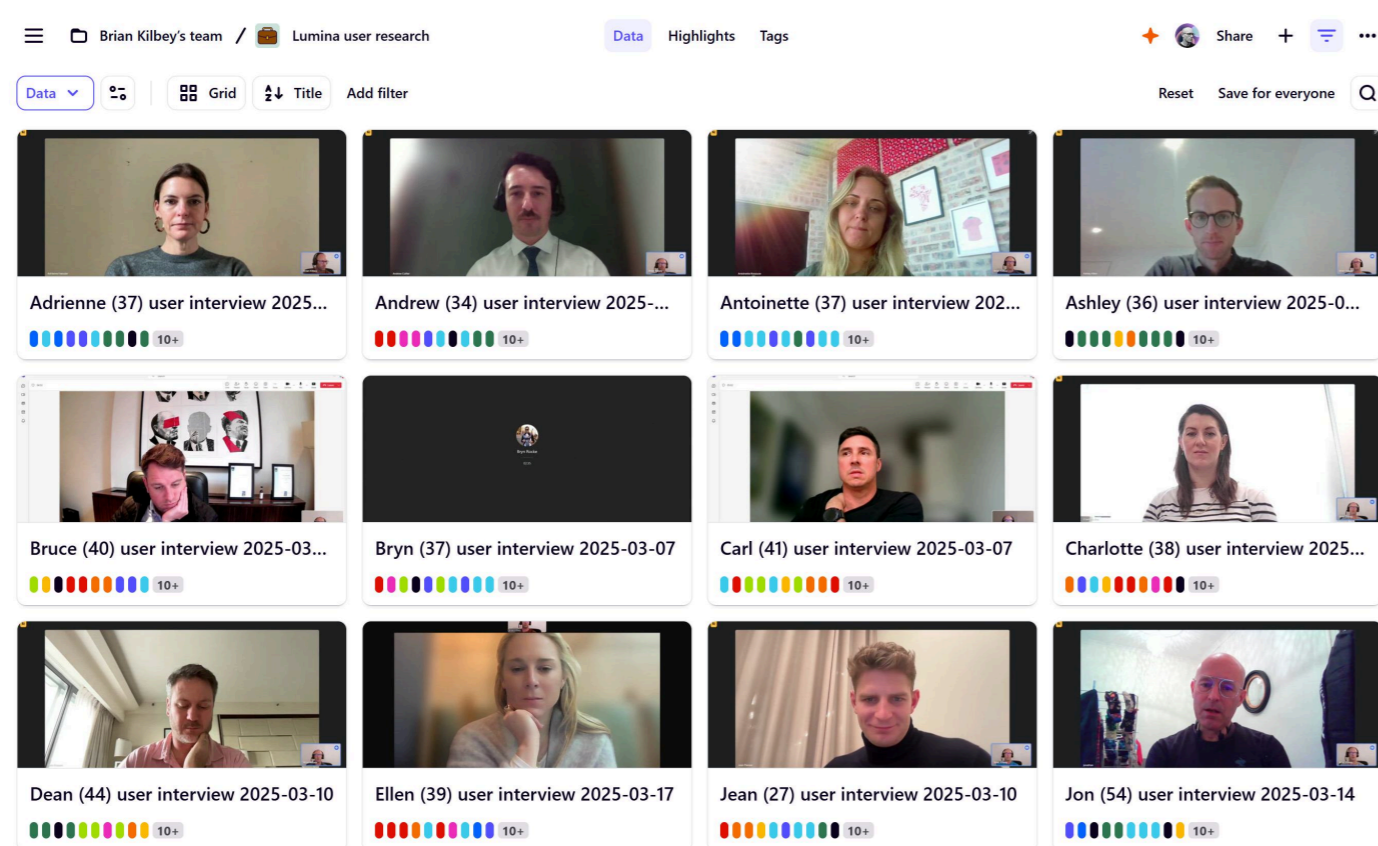


# yōjō | Wellness app



2025 | 3 months

SaaS



## Design Outcomes

Mobile-only

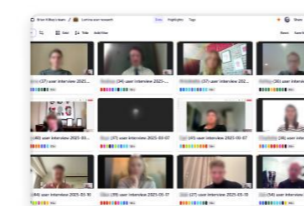
- ✓ Learnings on the importance of **consistently personalised content** was carried from the live app into the new app
- ✓ **Knowledge of users'** comfort with, expectations from, and use of certain types of technology was deepened
- ✓ Users' most important **expectations and feature needs** were clarified, which now drives new build efforts

## Pain management support & corporate wellness

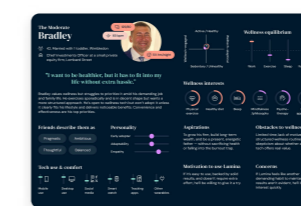
I worked with yōjō while the company pivoted from a pain-management product into corporate wellness.

I did user testing and user research to help guide the new product strategy.

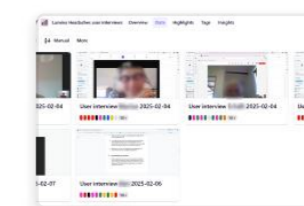
## Processes & Deliverables



User research



Personas



User testing

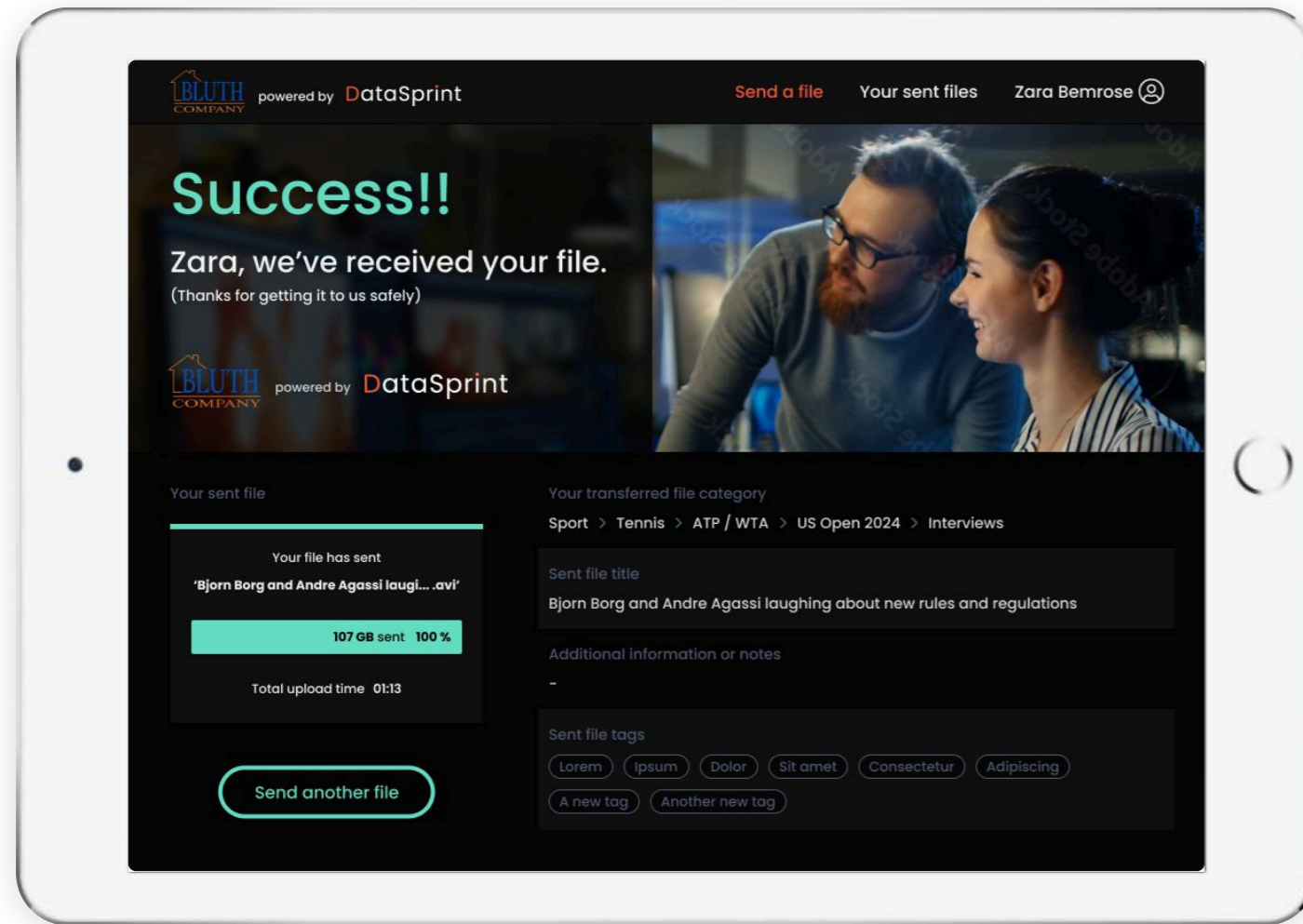


# Dot Group | DataSprint: File transfer system



2024 | 1 month

SaaS



## Design Outcomes

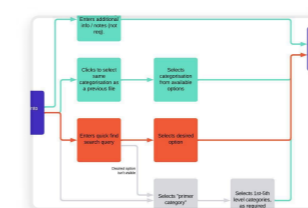
- ✓ The engine powering the system was given **proof of concept** within a new business context
- ✓ The client could **demo a prototype** to prospective customers that had the appearance of a live system
- ✓ A **full design blueprint** for a live demo version is available for the client to implement

## Rapid file transfer system for media companies

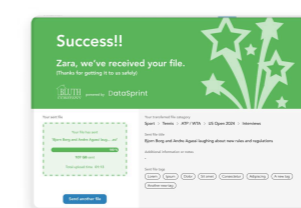
Dot Group needed a demo DataSprint product for a trade show, based on their existing rapid file transfer engine, to pitch to prospective customers.

They created a video of my clickable Figma prototype as the demo.

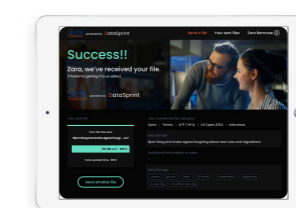
## Processes & Deliverables



User journeys



Wireframe prototype



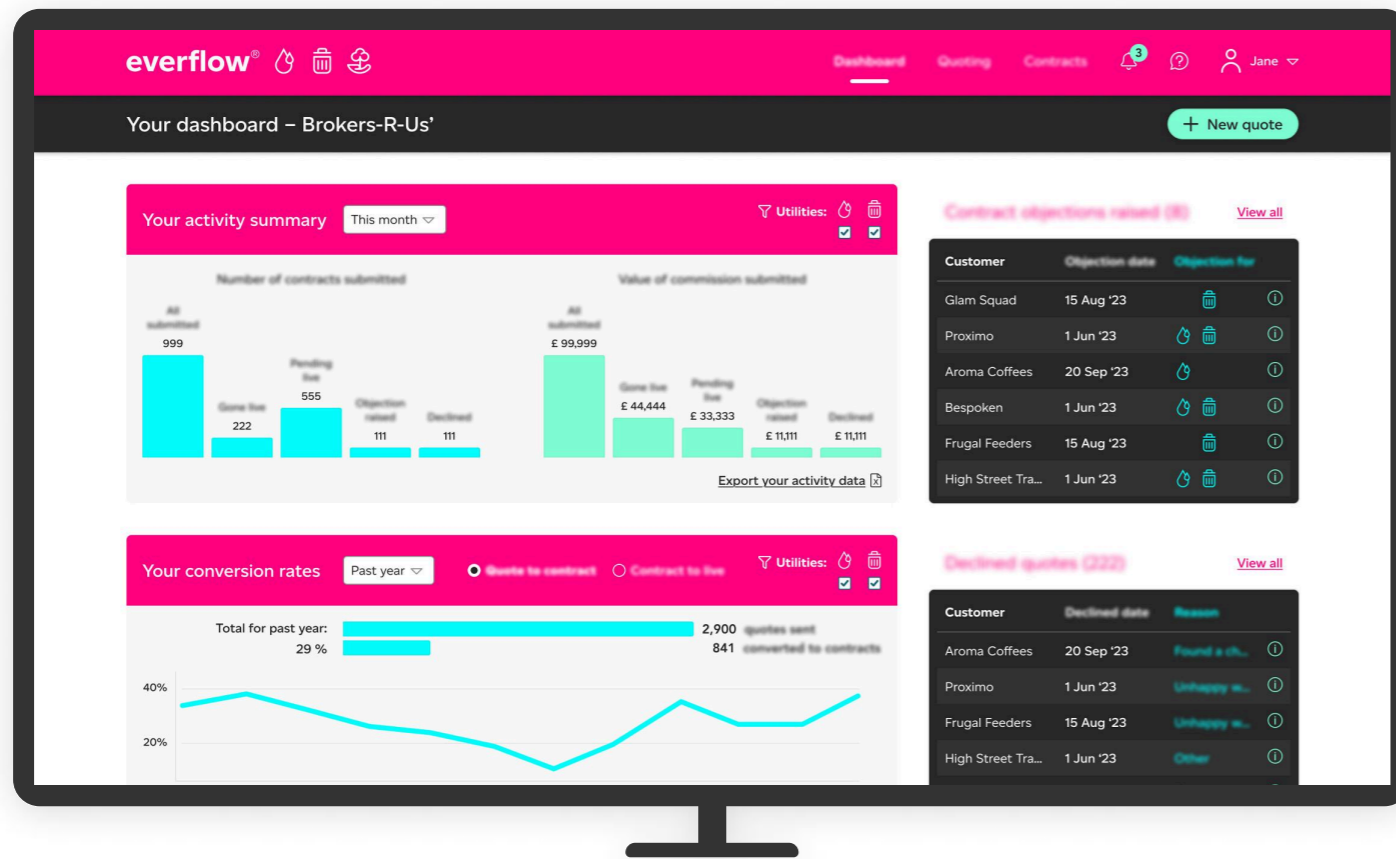
High-fidelity designs



# everflow® | Broker quoting & contracting portal, Website



2022-2023 | 13 months



- Desktop-only (brokers)
- Mobile-first (website)

## Design Outcomes

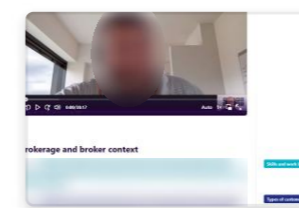
- ✓ Brokers get real-time instant quotes for multiple products and sites – helping with **customer conversion rates**
- ✓ Everflow can **add new products** without needing new system features or redesigns
- ✓ Brokers can customise and package quotes quickly and effectively – **reducing prospective customer drop-off**

## Utilities quoting & sales portal (+ public website)

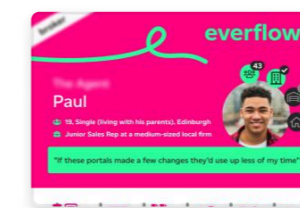
I worked with Everflow for over a year as they created a full update (with added products) of their utilities quoting and contracting portal for brokers.

I also designed their placeholder portal for direct customers.

## Processes & Deliverables



User research



Personas



Storyboards



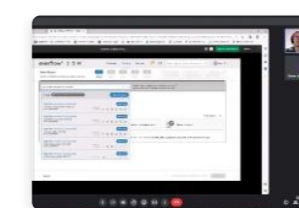
Information architecture



User journeys



Wireframe prototype



User testing



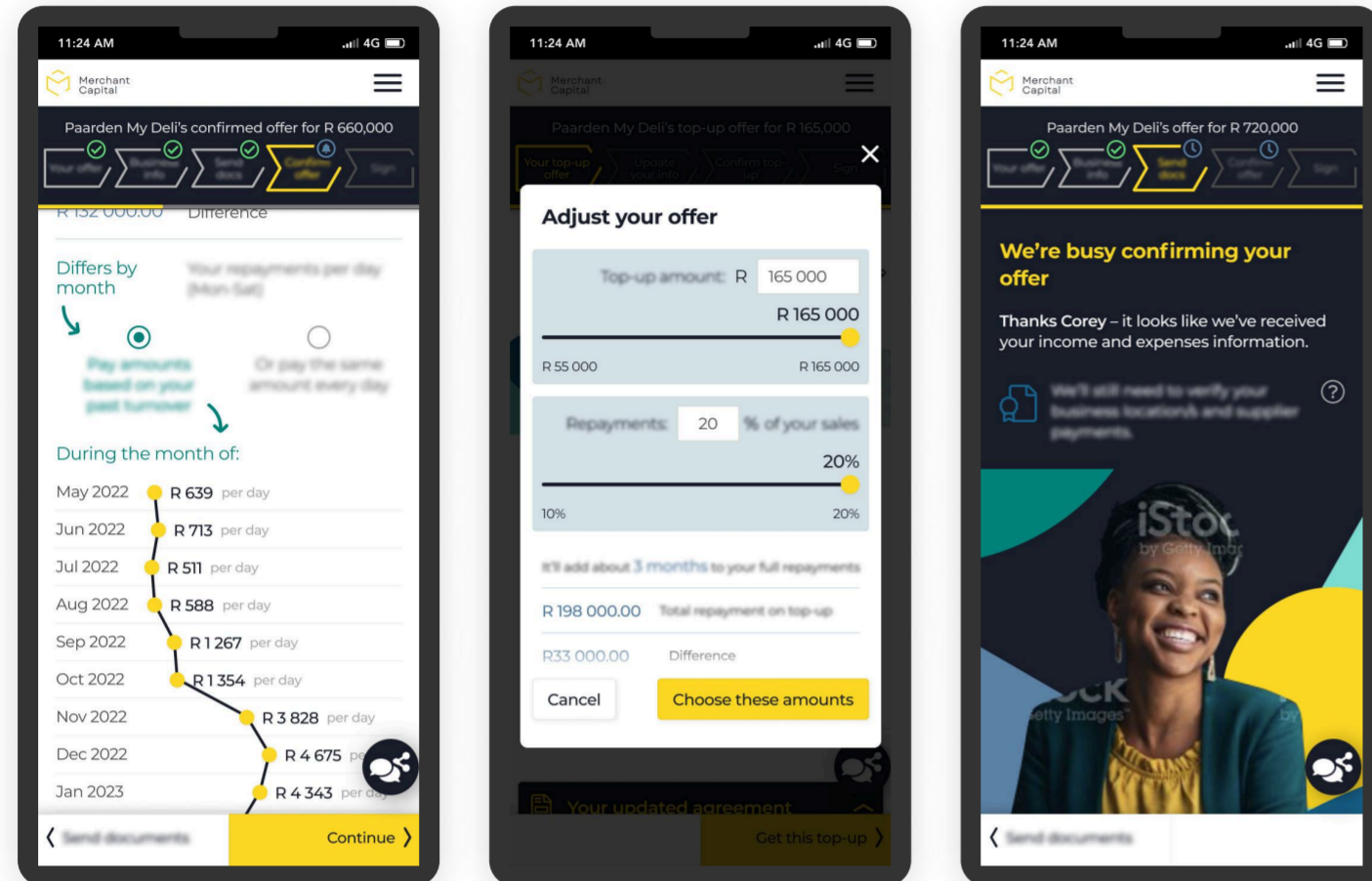
High-fidelity designs



Merchant Capital | Application portal



2022 | 4 months



### Design Outcomes



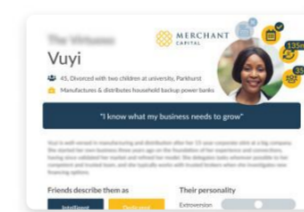
- ✓ Prospective customers have fewer barriers to getting an offer range – **reducing initial engagement drop-off**
- ✓ Applicants can submit supporting information via convenient channels, **reducing mid-application drop-off**
- ✓ Applicants have transparent visibility into their application status, **strengthening their commitment** to the process

### Business capital application portal

I updated Merchant Capital’s portal for small- and medium-sized businesses, aiming to reduce early prospect drop-offs and improve conversions.

I approached this project by ‘rewarding’ prospective customers often with information and feedback throughout their application processes.

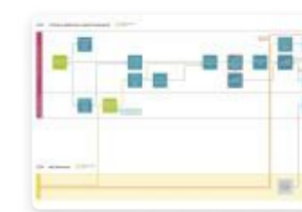
### Processes & Deliverables



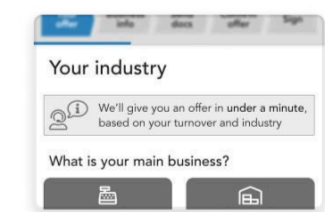
Personas



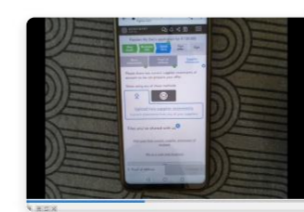
Storyboards



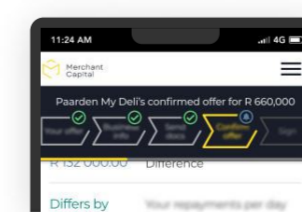
User journeys



Wireframe prototype



User testing



High-fidelity designs

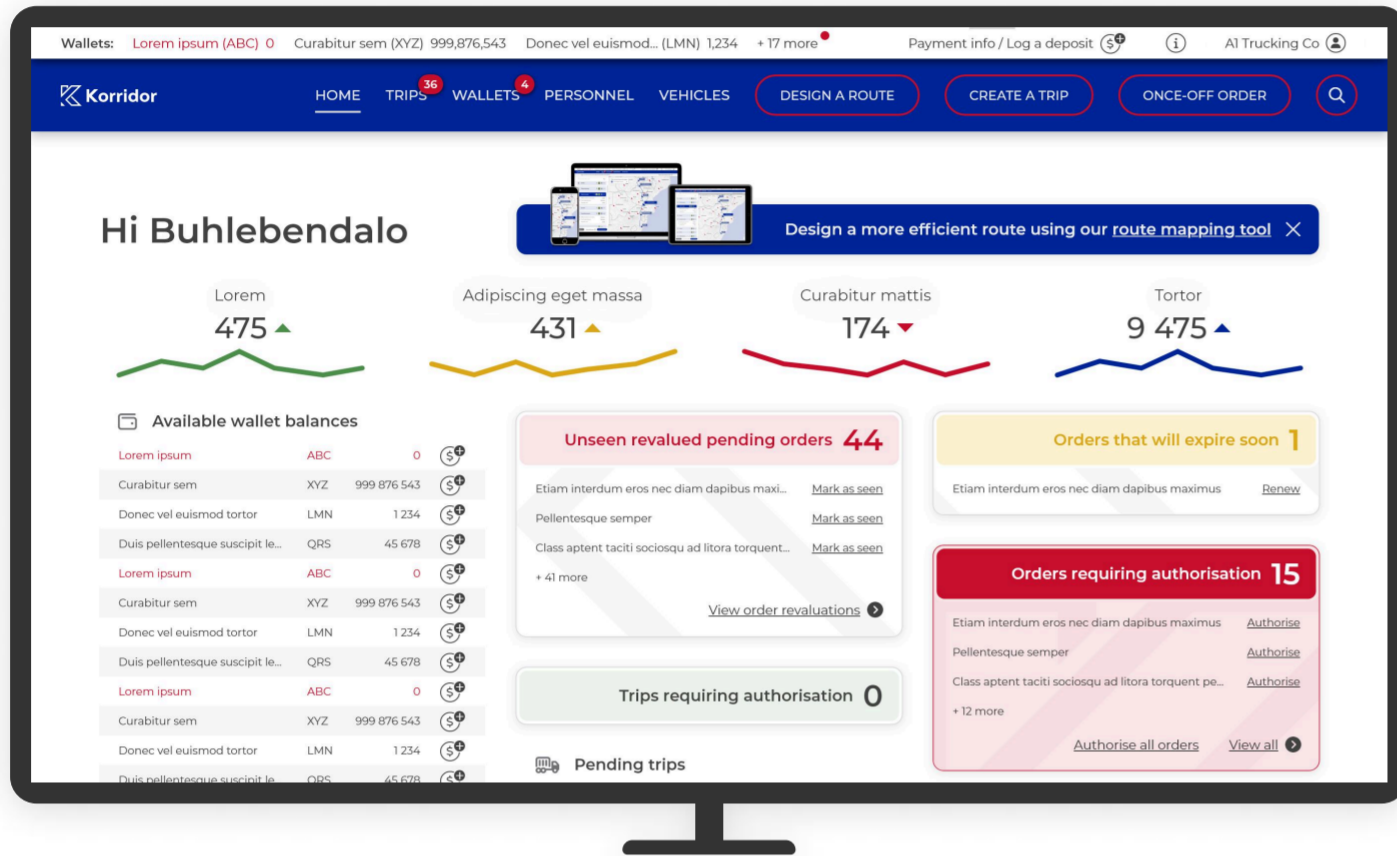


# Korridor | Logistics procurements & forex wallets



2020 | 6 months

SaaS



## Design Outcomes



- Updated visual design, navigation and controls **increases engagement** with the system's powerful functionality
- Clearer visibility and control of currencies, payments and orders, leading to **more efficient transactions**
- Users **compile and complete orders faster**, through more intuitive workflows

## Cross-border logistics forex & procurement portal

This was a full redesign of the client's existing system, which had become cumbersome and disjointed through adding features over time.

The client needed the new system to be viable for mobile device use for a growing type of user in their target market.

## Processes & Deliverables



Usability reviews



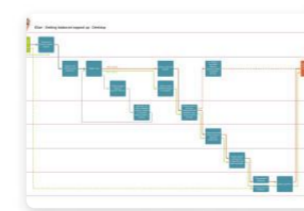
Personas



Storyboards



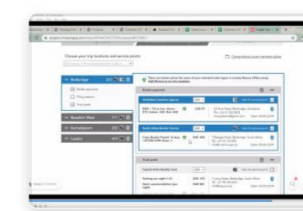
Information architecture



User journeys



Wireframe prototype



User testing



High-fidelity designs

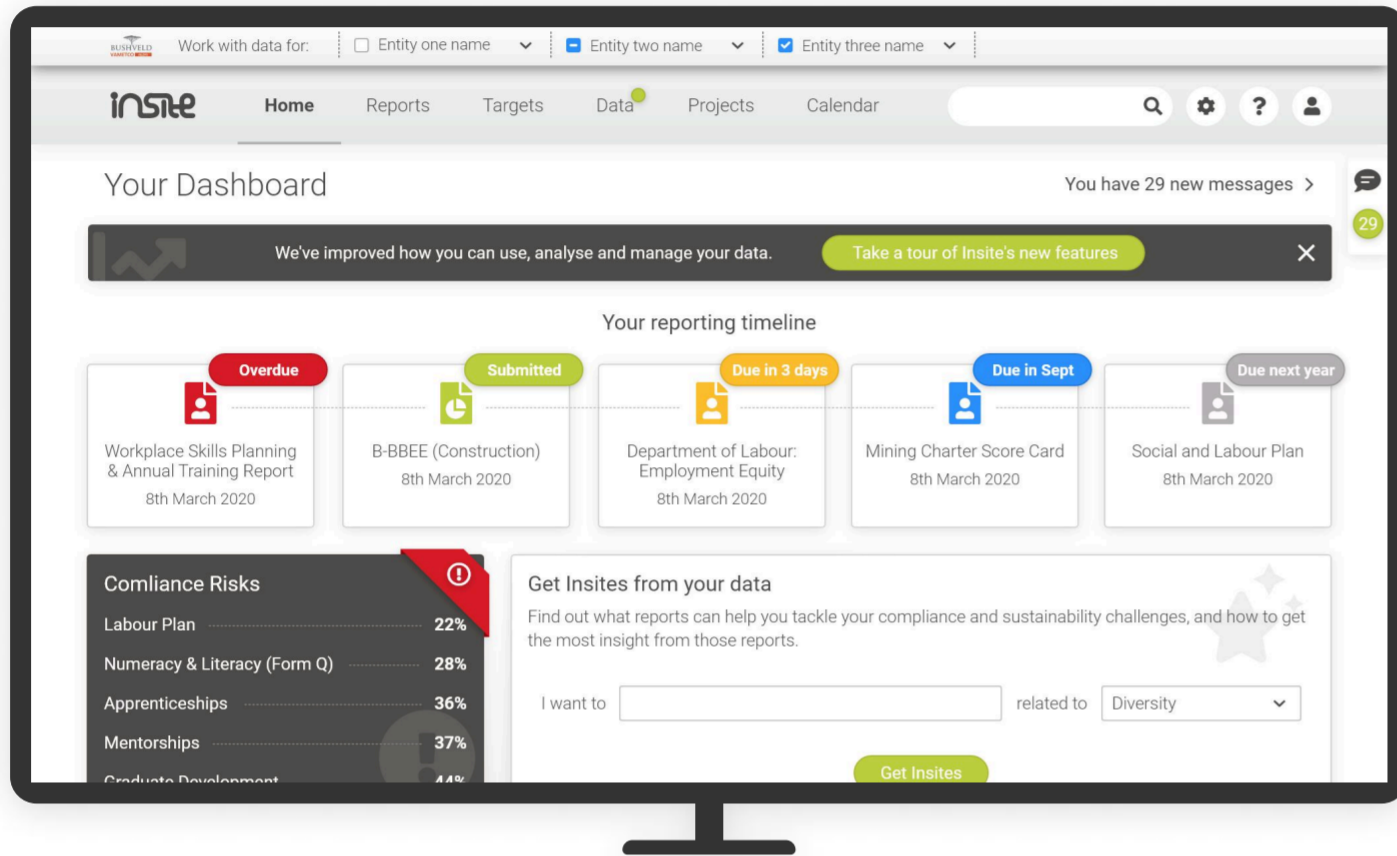


mts | Insite: Compliance manager



2020 | 5 months

SaaS



### Design Outcomes



- ✓ Data is easier and more intuitive to find – **improving user efficiencies**
- ✓ Reporting and data visualisation tools help users to **more effectively identify compliance issues**
- ✓ Users have greater control over their data, **decreasing reliance** on the help desk

### Mining compliance and scorecard manager

I designed for a full Insite product rebuild, improving usability so users can better access the system’s powerful features.

They have since sold Insite to Australian company acQuire, opening the product to wider corporate social responsibility and compliance markets.

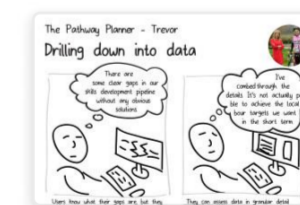
### Processes & Deliverables



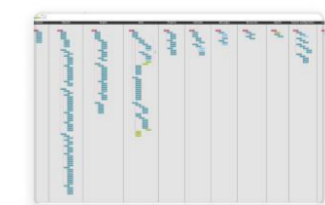
Usability reviews



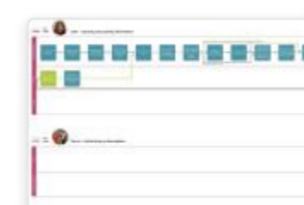
Personas



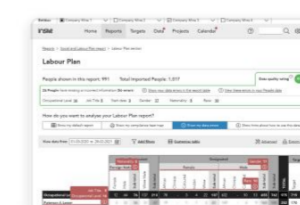
Storyboards



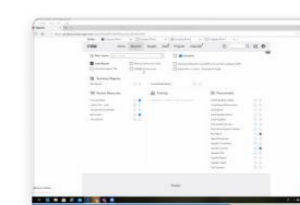
Information architecture



User journeys



Wireframe prototype



User testing



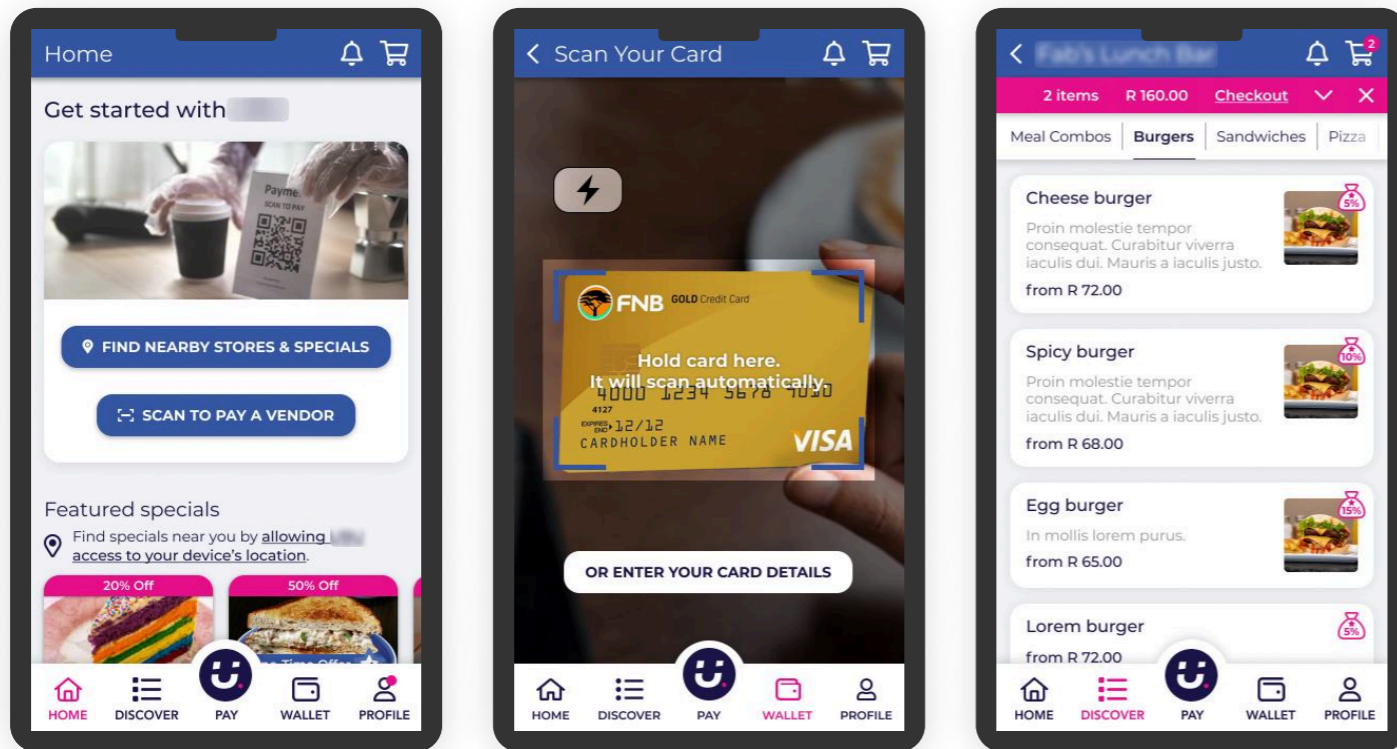
High-fidelity designs



# Norwegian-Based Start-Up (NDA) | Consumer app



2021 | 2 months



## Design Outcomes



- ✓ New users have **fewer obstacles to onboarding** and using the system for the first time
- ✓ Vendors can offer a **wider range of product types and options**, without dumping that complexity on the user
- ✓ Users can **more easily and efficiently** find, order and purchase products

## Mobile PoS, online retail and rewards app

The client needed iterative feature designs for its existing beta release.

I also did a high-level usability review to flag core issues. I recommended new user journeys, and provided a corresponding high-fidelity clickable prototype.

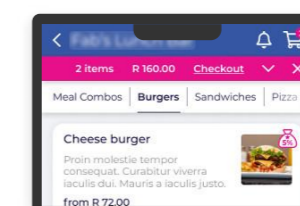
## Processes & Deliverables



Usability reviews



User journeys



High-fidelity prototype

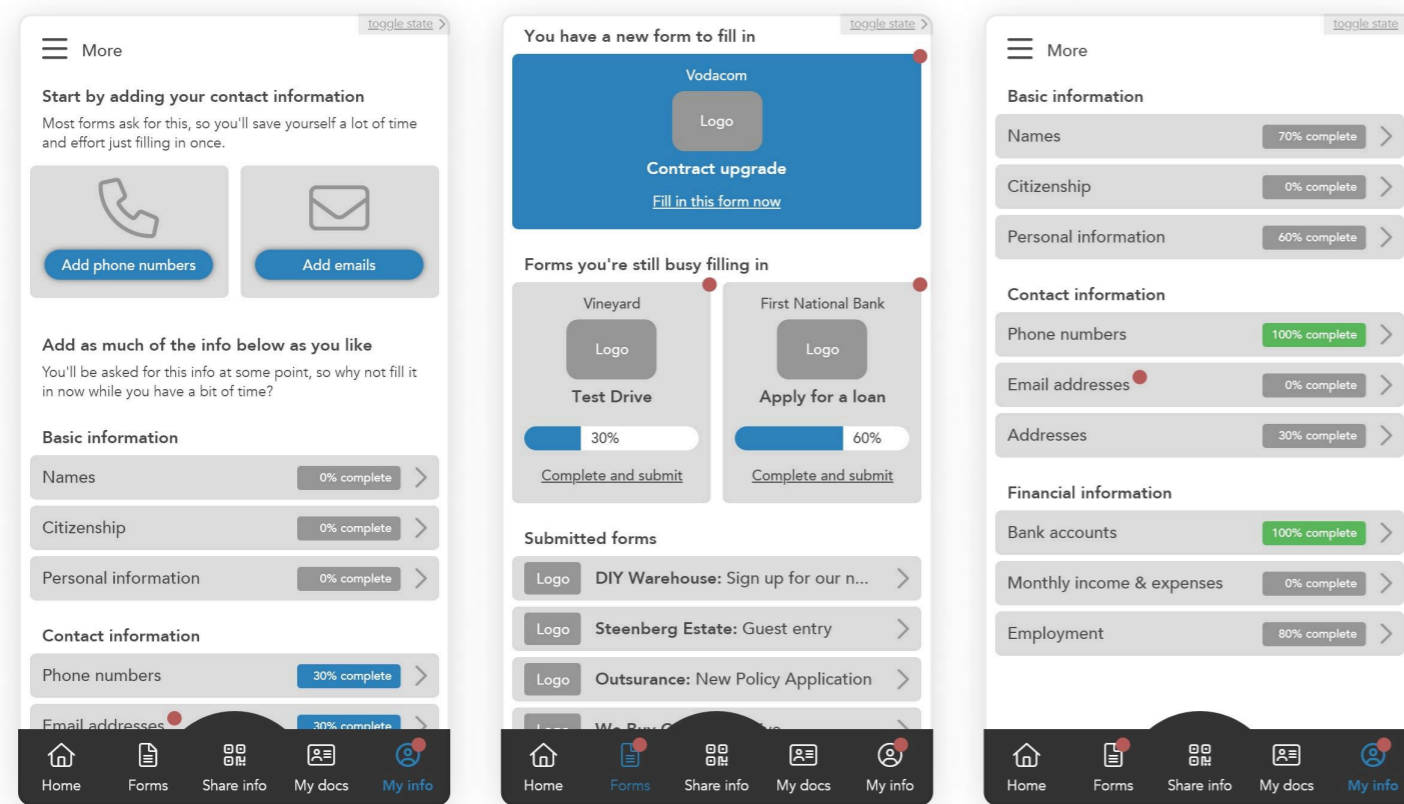


# ID Management Services Company (NDA) | ID management



2019 | 5 months

SaaS



- Desktop-only (vendors)
- Mobile-only (individuals)

## Design Outcomes

- Businesses create their own customer forms that **maximise ease and efficiency** for the customer
- Individual users have **fewer obstacles to onboarding** and first-time use
- Users are **incentivised to populate their account** proactively, improving convenience during info sharing

## Personal info sharing, validation & storage

A vendor portal for collecting and managing customer information, and a mobile app for individuals for storing and sharing personal information.

I designed a full first iteration of the vendor portal, a structure and flow redesign of the individual app, and new additional 'proof of residence' app.

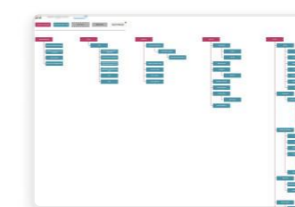
## Processes & Deliverables



Personas



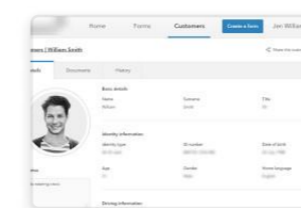
Storyboards



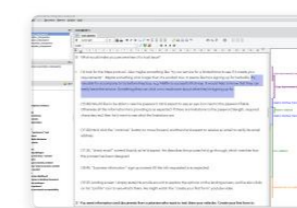
Information architecture



User journeys



Wireframe prototype



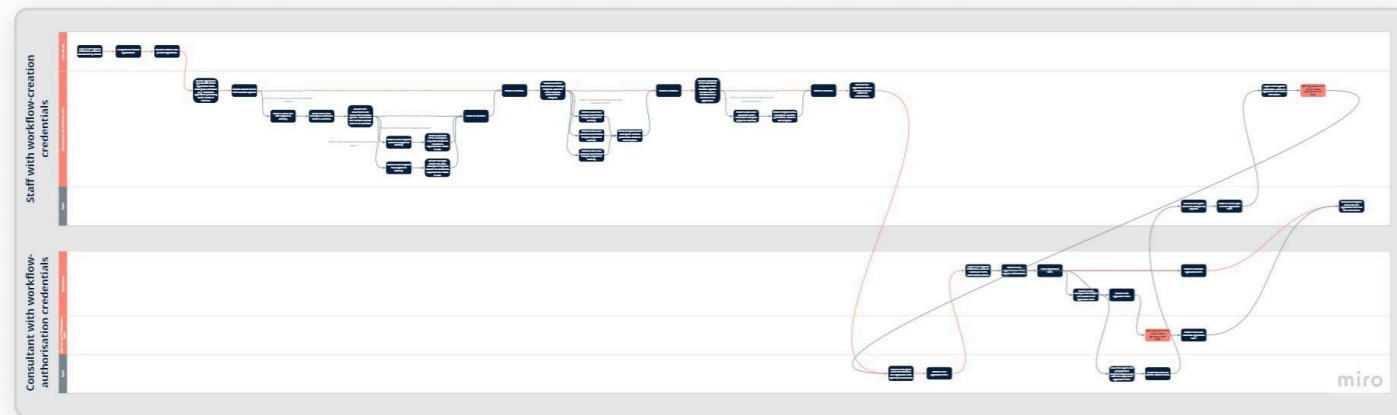
User testing



 Standard Bank | Edge: Entrepreneur services portal



2020-2021 | 3 months



## Design Outcomes

  Exploration phase

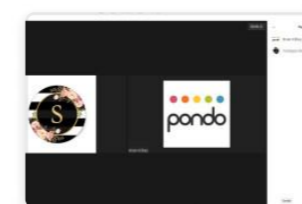
- ✓ A deepened understanding of user characteristics and behaviours, and **core product needs**
- ✓ Duplicate and **frustrating customer experiences** were identified, and solutions were flagged for implementation
- ✓ Applications are more efficient and transparent, **improving applicant engagement** and stickiness

## Online banking services for entrepreneurs

Automating and streamlining customer processes for a niche entrepreneur-focused banking service at a major South African bank.

I worked on this project as part of a larger external agency team. My focus was on user research, information architecture and user journey phases.

## Processes & Deliverables



User research



Personas



Information architecture



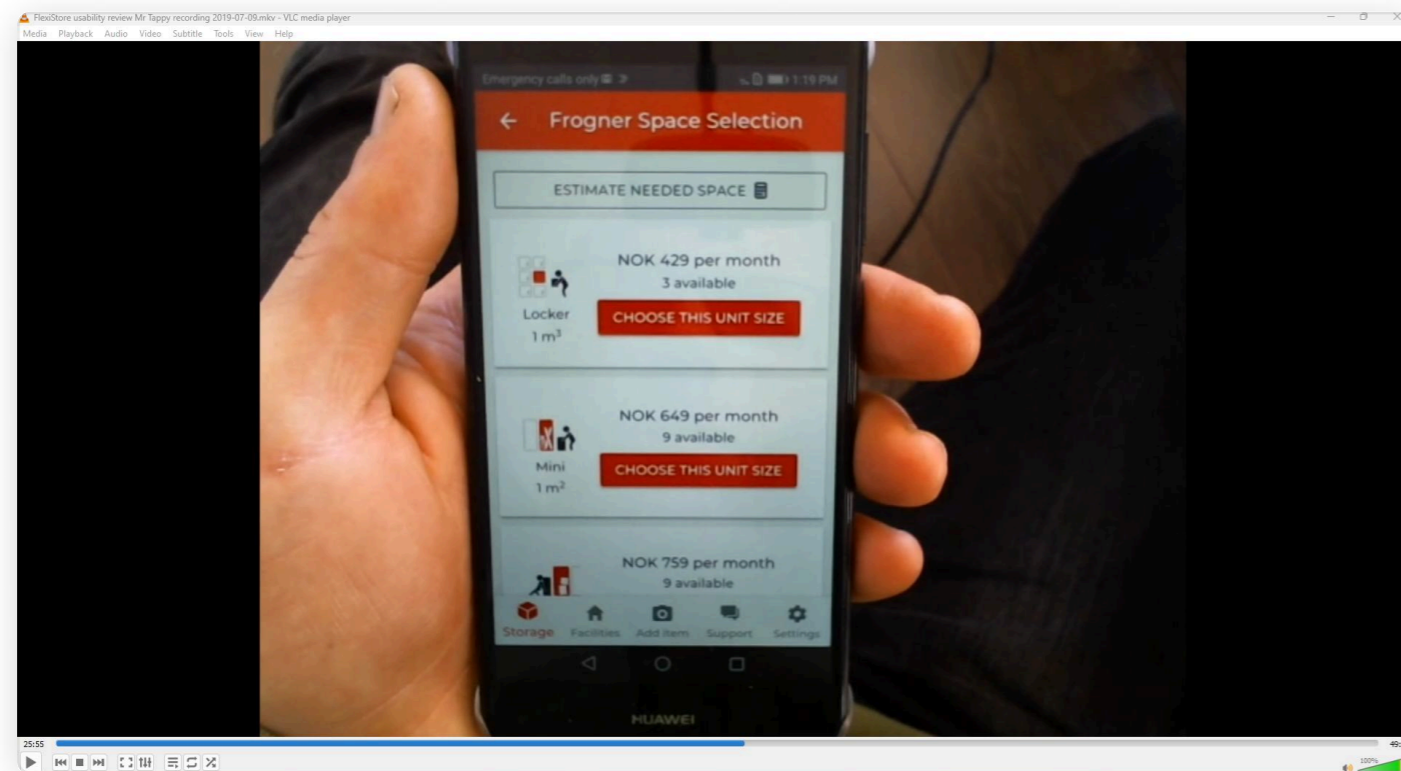
User journeys



# Flexistore | Self-storage app



2019 | 1 week



## Design Outcomes

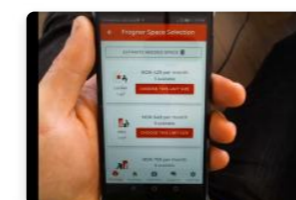


- ✓ **Obstacles and friction** were identified throughout the app's core features and functionality
- ✓ Suggested remedies to **improve usage and user uptake** were outlined for implementation
- ✓ Navigation was made **simpler and more intuitive** for users

## Automated self-storage rental & access app

I did a usability review for the client's pre-release product build – a mobile app facilitating Norwegian-based self-storage management and access.

## Processes & Deliverables



Usability review

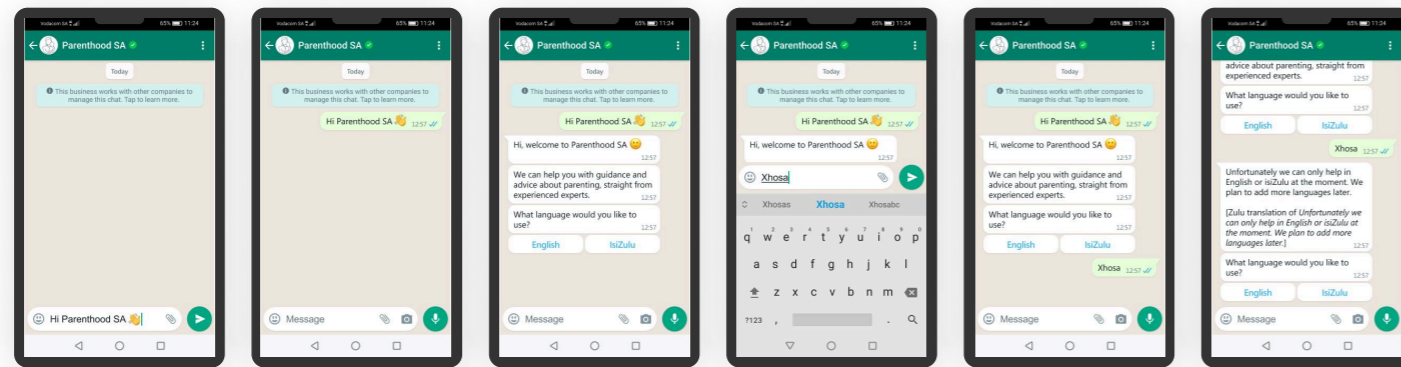


# Parenthood SA | Support service



2021 | 2 months

Social impact project



## Design Outcomes

Mobile-only

- ✓ The client could **make informed decisions** around how to best provide support to vulnerable parents
- ✓ **Understanding of the potential suitability** of chatbot technology (as it was at the time) was deepened
- ✓ Refinement of the **type, tone and delivery** of prompts, options and information

## WhatsApp-based parenting support service

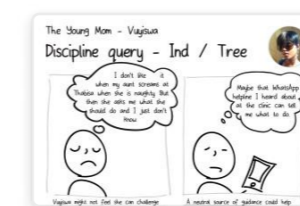
An automated support service for vulnerable South African parents, which began in the exploration phase based on existing extensive user research.

An MVP would be built as a WhatsApp service with a curated tree-branch information structure.

## Processes & Deliverables



Personas



Storyboards



High-fidelity designs

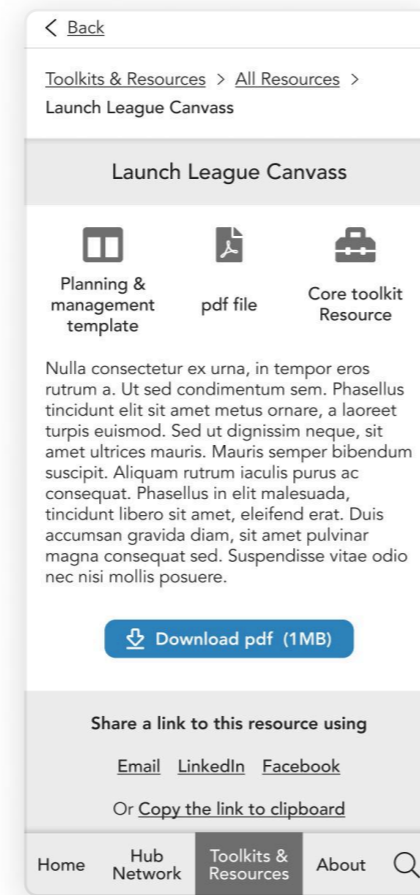
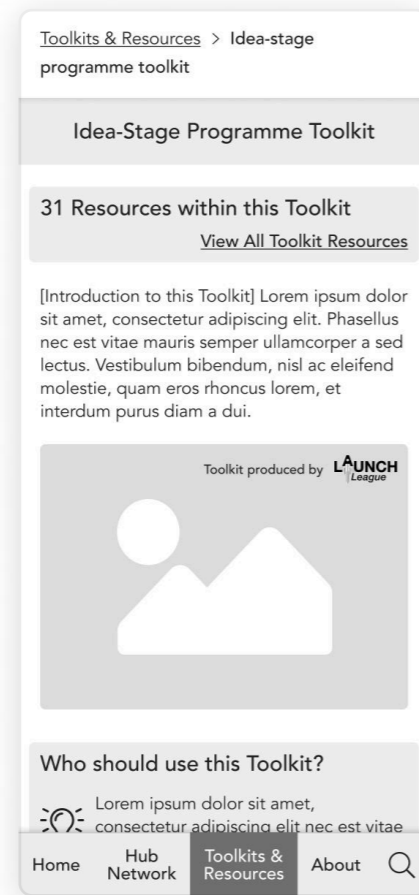
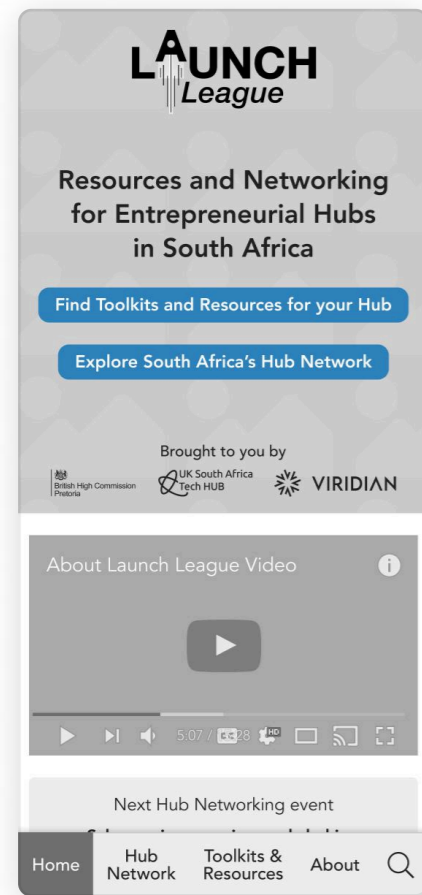


**LAUNCH League** | Knowledge portal



2021 | 3 months

Social impact project



## Design Outcomes

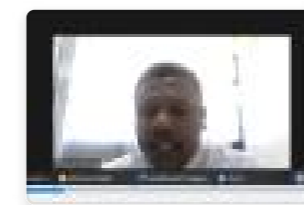
Desktop-first

- ✓ Client clarity around features and information that would **best meet users' needs**
- ✓ **Intuitive, logical navigation** and findability for resources
- ✓ Refinement of **messaging and tone** to resonate with users

## Knowledge portal for entrepreneur incubator staff

Launch League needed a portal for partners to access their knowledge base. I explored users' feature requirements before going ahead with the full design.

## Processes & Deliverables



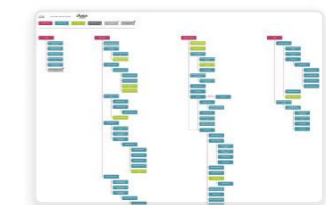
User research



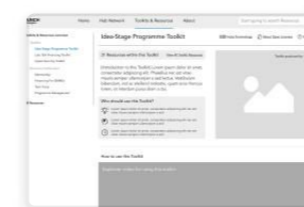
Personas



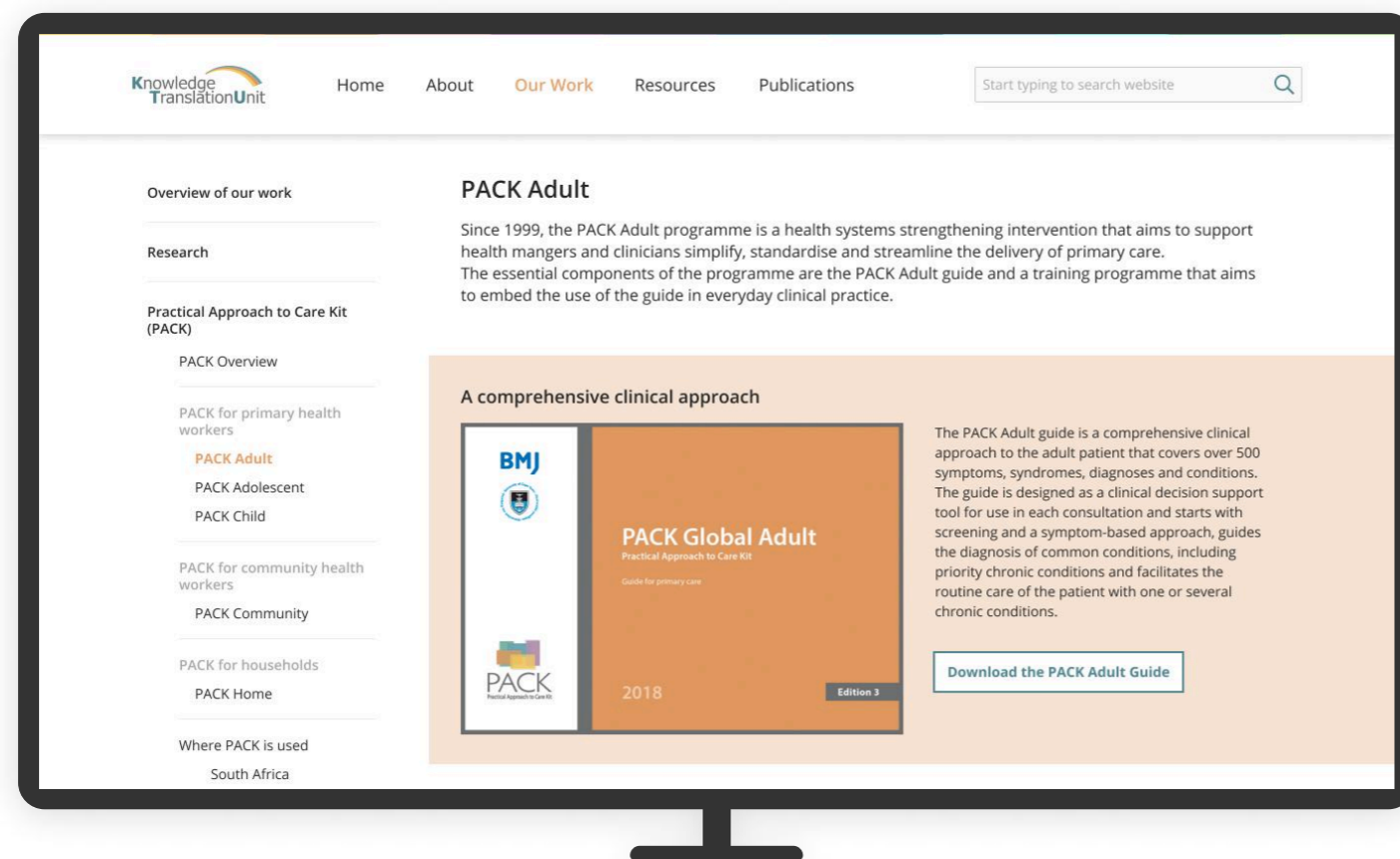
Storyboards



Information architecture



Wireframe prototype



## Design Outcomes



- ✓ Reordering and categorisation of rapidly-growing content resources for **easy and intuitive findability**
- ✓ **Internal organisational consensus** around the portal's purpose and intended users
- ✓ Refinement and locations of content targeting very different user types, **matching their mental models**

## Health info resources for primary health workers

University-affiliated KTU needed a scalable solution for sharing their extensive primary health resources with practitioners.

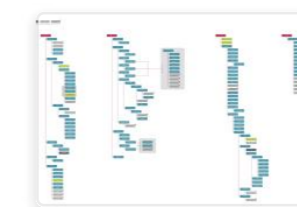
## Processes & Deliverables



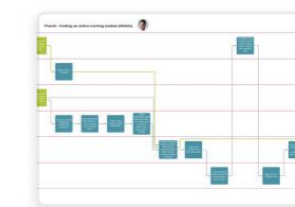
Personas



Storyboards



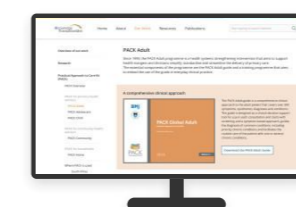
Information architecture



User journeys



Wireframe prototype



High-fidelity designs

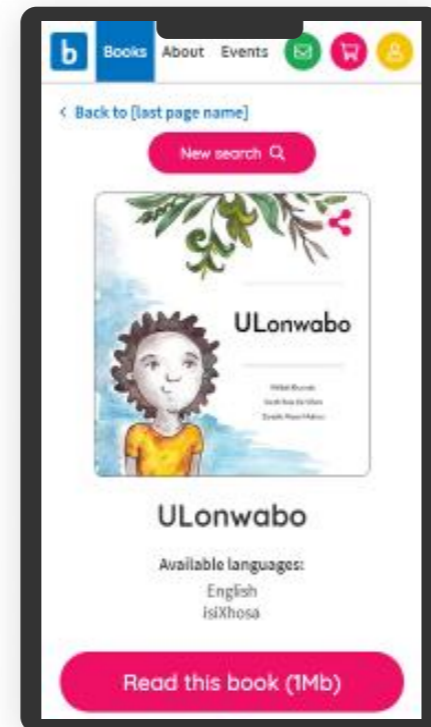
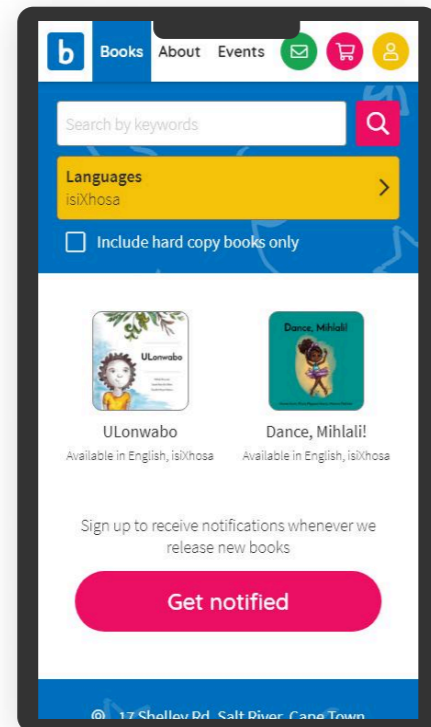
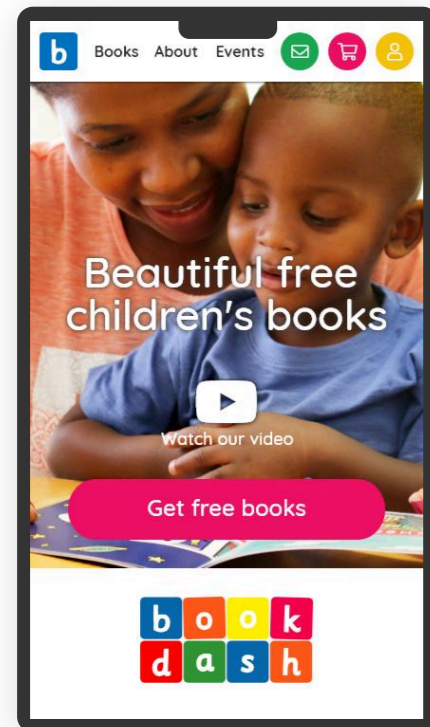


Literacy resources



2018 | 3 months

Social impact project



## Design Outcomes

Mobile-first

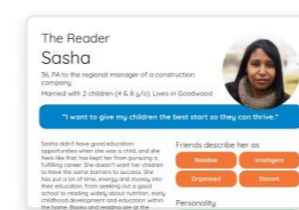
- ✓ Familiar and intuitive downloads of free digital resources; **Frictionless shopping experience** for hard-copy resources
- ✓ **Resource findability** and intuitive targeted search
- ✓ **Targeted messaging and engagement** features for three very different user types (reader child/parent, creator, supporter)

## Free early-learning literacy resources portal

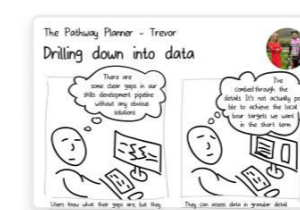
A website to crowd-source the creation of literacy resources, and to make those resources available free to the public.

This was a full redesign of Book Dash's existing site, which needed to cater to their growing profile and resource library.

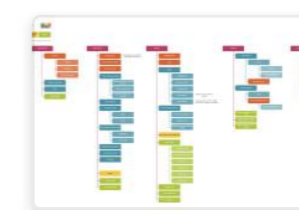
## Processes & Deliverables



Personas



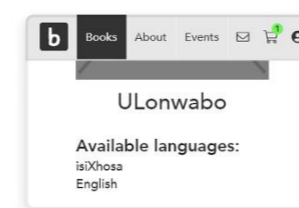
Storyboards



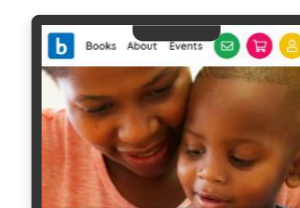
Information architecture



User journeys



Wireframe prototype



High-fidelity designs