

Contact info

Portfolio

sandrasportfolio.co.uk

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Mobile

07817 175384

LinkedIn

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Skills

Tools

- Adobe Creative Suite
- Figma, FigJam, XD
- HTML5 / SCSS

UX methods

- Persona research
- Prototyping
- Storyboarding
- Usability testing
- Wireframing
- Stakeholder interviews
- User journeys and stories
- Quantitative and qualitative research

Current course

Interaction Design Foundation

Design for a Better World with Don Norman

Education

Bachelor of Arts in Multimedia Studies (distinction)

Central Queensland University, Australia
July 2005 – May 2008

National Senior Certificate in Art

Cape College, South Africa

Sandra Barkhuizen

User Experience Designer / Product Designer

Profile

With over 15 years' experience I have a diverse range of skills and a track record of success in design which is demonstrated in my [online portfolio](#). I bring a technical perspective and creative problem solving approach to design products and experiences people love to use. **Which makes me a perfect fit for highly data driven applications.** With a background in user experience research, product design, brand design, team management and a degree in Multimedia, I am competent in all aspects of the design process.

Career history

Preservica, Lead UX/UI Designer (consultant)

Sept '19 to current

Oxfordshire, United Kingdom

- Successfully built the first design function and UX pattern. Demonstrating ability to establish and drive design initiatives.
- Successfully signed up **1400 users** during the initial launch and **surpassed my target** which is a testament to the effectiveness of my design approach and the value my strategic thinking and entrepreneurial mindset brought to the project.
- My user research and exploring existing API integration without making changes to the core code highlights my thoroughness in understanding **asability and leveraging existing infrastructure** to enhance user experience.
- Supported the ongoing user experience for the legacy application which demonstrates my ability to **balance maintaining existing systems while driving innovation and improvements.**
- **Led on building and shaping the design team** which highlights my leadership and expertise in fostering a talented and effective design team. My contributions have had a significant and lasting impact on the success of the platform and the company as a whole.
- First launch won additional funding from investors which is a strong validation of my design work and its potential impact on the **company's growth and future success.** This showcases my ability to articulate the value of design initiatives to stakeholders and secure resources for further research and development.

AgSpace, Lead UX/UI Designer (consultant)

Nov '18 to Jul '19

Oxfordshire, United Kingdom

- Led UX for all user interfaces. Took charge of the UX design for all the user interfaces within AgSpace.
- Involved in overseeing the **UX direction for multiple teams in a Scrum of Scrums Agile process.** Played a crucial role in aligning the UX efforts ensuring consistency and coherence in the overall user experience.
- Designing an administration tool which served as a central hub that handles tasks such as content management, access control, satellite image editing.
- Redesigned the cropping and planning section of the platform resulting in a **significant increase in website traffic by 72%.**
- Created a design style guide for a cohesive experience.

Completed courses

User Experience (UX): Ultimate Guide to Usability and UX

David Travis

Responsive Web Design

World Wide Web Consortium
Development Campus

Comprehensive Web Design Using Macromedia Flash MX

City Varsity, South Africa

Comprehensive Web Authoring

Hirt & Carter, South Africa

Desktop Publishing Design

Hirt & Carter, South Africa

Achievements

Golden Key International Society

Top 15% academic achievement at Central Queensland University.

Languages

English, Afrikaans

Career history (continued)

Zift Solutions (formerly Relayware), Lead UX/UI Designer May '14 to Nov '18
Oxfordshire, United Kingdom

- Successfully merged the UX and UI of two SaaS applications with over 160 features when Zift Solutions merged with Relayware.
- Led the UX/UI team across 3 different time zones.
- **Award:** Forrester Wave for "Leaders in Partner Relationship Management".
- Built brand guidelines and design tokens to ensure cohesive design across the platform. I maintained the UX standards across a team of 40 developers globally in Scrum of Scums Agile process.
- Led all user requirements gathering and implementations of custom templates for companies like Canon and Kaspersky.

Sthree Plc, Lead UX/UI Designer May '11 to Apr '14
London, United Kingdom

UX design lead for the Bespoke CMS systems which charges 15+ apps in 8 languages. Enhanced their user experience and increased conversion rates. Within a highly data-driven app I empowered usability, studied analytics and accessibility. Our products are used by multiple brands with a reach of 7000 clients globally. Awards: MVP for best communication, most dedicated and willing to go the extra mile.

DNX Marketing, Graphic Designer (consultant) Oct '10 to Apr '11
Surrey, United Kingdom

Varistic, Project Manager, Graphic and Web Designer Oct '09 to Sept '10
Surrey, United Kingdom

Berkeley Group, Web Designer/Developer (consultant) May '09 to Oct '09
Surrey, United Kingdom

Maxitec Internet Services, Manager, Web Designer Jun '08 to Mar '09
Cape Town, South Africa

Mock Orange (Design Agency), Design [digital & print] Aug '05 to Mar '08
Queensland, Australia

Central Queensland University, Freelance Web Designer Nov '05 to Jan '06
Queensland, Australia

Inxcom (Design Agency), Designer & Web Developer Mar '03 to May '05
Cape Town, South Africa

Tractor Productions (Design Agency), Designer Oct '01 to Mar '03
Cape Town, South Africa

Web Media (Design Agency), Design [digital & print] Dec '00 to Oct '01
Cape Town, South Africa