

Jacques Pretorius - UX / UI Designer

Jacques Pretorius Design Limited | Aberdeen | Tel: +44 (0) 7975 646798 | Email: hello@jacques-pretorius.com

Profile / Summary

Adaptable **UX / UI Designer**, expert in creating visually engaging and meaningful experiences for clients by developing high quality UX / UI solutions in line with specifications. Key strengths include: understanding, translating and communicating requirements through effective listening and user research into high quality designs and user-centric outputs; creating bespoke user interface designs and interactive prototypes across a range of platforms including mobile, tablet and desktop, ensuring clear understanding of concepts amongst in-house teams, clients and key stakeholders; combining big picture focus and strategic planning with an efficient hands-on approach to create quality user-centred and memorable product experiences; and successfully delivering a range of projects across a variety of fields including AAA games, illustration and art direction, marketing, product and interior design, FinTech, tech startups and non-profit organisations.

Key Skills

- UX / UI Design & Graphic Design
- User Journey Mapping
- Responsive Design and Prototyping
- UX Issue Identification and Resolution
- Latest UX Trends & Patterns
- Marketing, Branding & Advertising
- Illustration & Art Direction
- Machine Learning, IoT & AI Solutions
- Hardware Design & Implementation
- Stakeholder / Client Engagement
- Cross-Functional Team Collaboration
- Leading, Mentoring & Coaching Teams
- Agile Development & Agile Working
- Effective Listening & Communication

Technical Skills / Tools

- Adobe CC (Photoshop, Illustrator, XD, InDesign, Premier, After Effects) | Figma | Sketch | Miro | InVision | Axure | Omnigraffe | MS Office & Office 365 | Visio | SketchUp | AutoCAD | Atlassian Jira & Confluence | Jive | Monday | Slack | Unreal Engine | Crestron VTPRO (Core 3 UI) | Website Building Platforms (Shopify, Wix, Squarespace, Weebly, WordPress) | Amazon Marketplace
- Working Knowledge: HTML | CSS (Bootstrap, Tailwind) | JavaScript (React, Angular, jQuery) | Raspberry Pi

Career Highlights

- Engaged as Design Director by Quantum Integration Inc., a California startup, to design and launch an IoT platform through a successful Kickstarter campaign, which involved managing social media marketing initiatives, utilising e-commerce platforms, overseeing creative direction on advertising and marketing, establishing design best practices and developing the brand guide.
- Designed solutions using Arria's uniquely innovative SaaS AI technologies to automate Natural Language Generation (NLG) text that enabled effective creation of actionable reports by SMEs and Analysts. This involved leading the design and development of bespoke integration solutions for partners, enhancing UI and user experience, and working with developers to ensure solutions were delivered.
- As Freelance Creative Director, UX / UI Developer, engaged by The Barnick Foundation, a non-profit providing educational assistance to disadvantaged children in rural East Thailand, to lead their branding and website design. This included designing a new logo, easy-to-use, informative website, and working with developers to achieve a streamlined code back-end and SEO, as well as a smooth user experience.

Career History / Experience

May 2019 to Present: Jacques Pretorius Design Limited, UK: UX / UI Designer | Director

- Established Jacques Pretorius Design Limited to provide innovative and creative UX / UI Designs for clients across diverse industries, in line with specifications and best practices.
- Clients included startups, as a UX Evangelist, Mentor and Designer to help bring ideas to reality.

Key Projects & Achievements:

- Engaged as Design Director by Quantum Integration Inc., a California startup, to design and launch an IoT platform through a successful Kickstarter campaign, encompassing software / hardware products within the electronics hobbyists and enthusiasts space.
- Led the end-to-end re-design and improvement of a customer web portal for Pulsant, after being engaged as UI / UX Designer, working with senior UK-based stakeholders and remote developer teams.
- Worked collaboratively with UX teams, developers and senior stakeholders, as UI / UX Designer, to design and build digital products for Sero Group, to help residents and landlords manage their properties' energy usage, and plan a strategy to achieve net zero carbon.

Feb 2016 to Apr 2019: Arria NLG, UK: UX / UI Designer

- As UX / UI Designer to conceptualise and design UX / UI solutions for clients across a range of industries, including EY, Deloitte, HSBC, BNP Paribas, Toronto Dominion, RBS, BBC, ConEd and Genpact.
- Led and coordinated the design and development of bespoke integration solutions for partners including Power BI, IBM Cloud, Tableau, Qlik, Intellectix and Microstrategy.
- Worked closely with key stakeholders, Data Scientists, Linguists and Development teams to communicate design ideas and identify / address issues to finalise designs.

Key Projects & Achievements:

- Designed solutions using Arria's uniquely innovative SaaS AI technologies to automate Natural Language Generation (NLG) text that enabled effective creation of actionable reports by SMEs and Analysts.
- Succeeded in reviewing and enhancing UI, improving software and enhancing user experience, whilst also delivering a range of projects in the FinTech and HealthTech space.
- Played a key role in developing and embedding robust design systems, guidelines, best practices and standards to ensure all projects were consistently delivered to the highest standards.

Sep 2010 to Dec 2015: Freelancer, UK: Creative Director and UX / UI Designer

- Worked on a freelance basis, creating bespoke UX and UI designs for luxury smart home automation in the USA and UAE, in line with client specifications and user requirements.
- Liaised with Architects, Engineers and Technicians on a global scale to ensure the successful and timely delivery of high-quality design projects in line with stringent timelines.

Key Projects & Achievements:

- Succeeded in designing innovative UI / UX and brand concepts for several mobile and iOS applications, in collaboration with an Australian software developer, using audio and 3D print technology.
- Led branding, print and marketing design for a number of US clients, including the Barnick Foundation, a non-profit providing educational assistance to disadvantaged children in rural East Thailand.
- Conceptualised and created fine art drawings for US-based private collections, which were exhibited at galleries across Scotland and South Africa.

Early Career

- 2009 to 2010: Realtime Worlds Ltd, UK: Art Manager
- 2007 to 2009: Freelancer, UK: Freelance Designer
- 2006 to 2007: GUSTO CC, South Africa: Art Director | Co-Founder
- 2002 to 2006: IM3 Studio LLC, USA: Founder | Creative Director
- 2000 to 2002: Transitburn LLC, USA: Art Director | Co-Founder
- 1997 to 2000: Cavehat Interactive CC., South Africa: Art Director
- 1996 to 1997: Visual Solutions Inc., USA: Art Director | Illustrator
- 1995 to 1996: Custom Accessories Inc., USA: Graphic Designer

Education

- 1990 to 1994: University of the Witwatersrand, South Africa: BA in Graphic Design

Personal Details

- Website: www.jacques-pretorius.com | Portfolio: <http://be.net/JacquesPretorius>
- LinkedIn: <https://www.linkedin.com/in/jacques-pretorius-UXD>