



JACQUES PRETORIUS - UX/UI DESIGNER

Aberdeen // Tel: +44 (0) 7975 646798 // Email: hello@jacques-pretorius.com

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PROFILE / SUMMARY

Adaptable UX/UI Designer, expert in creating visually engaging and meaningful experiences for clients by developing high-quality human-centered 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 and Graphic Design
User Journey Mapping
Responsive Design and Prototyping
UX Issue Identification and Resolution
Latest UX Trends and Patterns
Marketing, Branding and Advertising
Illustration and Art Direction

Machine Learning, IoT and AI Solutions
Hardware Design and Implementation
Stakeholder / Client Engagement
Cross-Functional Team Collaboration
Leading, Mentoring and Coaching Teams
Agile Development and Agile Working
Effective Listening and 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

Developer Tools 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.



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CAREER HIGHLIGHTS - *Continued*

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 and 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

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 and 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.



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CAREER HISTORY / EXPERIENCE - *Continued*

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 and 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>