

**RooCruit**

SOUTH AFRICA | REMOTE PROFESSIONAL

# Renier

**Senior UX / UI / Product Designer**

## PROFESSIONAL SUMMARY

Senior UX/UI/Product Designer with over 25 years of experience delivering enterprise-grade digital products across fintech, banking, telecommunications, and retail sectors. Expert in end-to-end product design, UX strategy, and discovery research with a proven track record of optimizing complex workflows and building scalable design systems. A high-level collaborator within Agile teams who excels at aligning user needs with technical feasibility and global business objectives.

## KEY SKILLS

- End-to-End Product Design
- Human-Centred Design (HCD)
- Enterprise & FinTech Platforms
- Design Systems & Component Libraries
- UX Strategy & Execution
- Complex Workflow & Systems Design
- AI Enabled Design Workflows
- Agile / Scrum Collaboration

- User Research & Usability Testing
- Stakeholder & Executive Engagement
- Journey Mapping & Info Architecture
- Accessibility & Inclusive Design

### Technical Toolbox

Figma (Design/FigJam), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD), Sketch, JIRA, Confluence, InVision, Make, Microsoft Suite.

## PROFESSIONAL EXPERIENCE

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### Senior UX/UI/Product Designer

2024 - Present

#### *Specialist Software Development & Design Consultancy*

- Design Lead for a major Online Claims Management System transformation.
- Led discovery, workflow mapping, and regulatory UX optimisation.
- Built scalable UX frameworks and reusable design components.
- Collaborated with Product Owners and Engineering in Agile sprints.

### Senior UX/UI/Product Designer

2021 - 2025

#### *Major Tier-1 Financial Services Group*

- Redesign Lead for the Everyday Banking CHNW platform.
- Led usability testing, competitor benchmarking, and prototyping.
- Enhanced enterprise design system components for consistency and scale.
- Reduced workflow complexity across key high-traffic banking journeys.

**Senior UX/UI/Product Designer**

2020 - Present

***Digital Design and Innovation Lab***

- Designed and launched a major international Loyalty Programme platform.
- Built UX frameworks for complex multi-campaign digital ecosystems.
- Led journey mapping and persona development initiatives.

**Lead UX/UI Designer**

2023 - 2024

***International Technology Consultancy (UK Based)***

- Led discovery research and deep-dive competitive analysis.
- Developed high-fidelity wireframes, interactive prototypes, and service blueprints.
- Conducted rigorous usability testing and A/B validation for product refinement.

**Head of Design & Development**

2022 - 2023

***Global Talent Solutions Provider (Australia Market)***

- Managed a distributed team of 12 designers across multiple time zones.
- Led brand governance and digital optimisation initiatives.
- Improved operational processes and established UX quality assurance standards.

**Senior UX/UI Designer / Art Director**

2016 - 2021

***Leading Global Advertising Agency for Telecommunications***

- Managed a team of 8 designers delivering comprehensive telecom digital platforms.
- Led UX conceptualisation across web, in-app mobile experiences, and loyalty systems.
- Ensured strict corporate identity consistency across all digital touchpoints.

**Senior UX/UI Designer / Content Manager**

2016

*International Banking & Financial Services Firm*

- Led website rollout support for continental African operations (Kenya).
- Managed corporate identity standards and responsive interface development.

**Senior Designer - UX/UI/Web**

2010 - 2016

*Financial Data & Analysis Provider*

- Led Graphics & Digital Department following a major corporate merger.
- Designed complex software interfaces, digital campaigns, and marketing assets.

**EDUCATION & CERTIFICATIONS**

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**Applied Digital Marketing** - WITS Digital Campus (2025)**AI for Designers** - Interaction Design Foundation (2025)**CIW Certified Internet Webmaster** - Top Choice Computer Careers London (2003)**MCSD Certified Solution Developer** - Top Choice Computer Careers London (2003)**N4/N5 Technical Multi-Disciplinary Drawing Office Practice** – Pretoria Tech (1993)