

NICOLE KRUGER

SENIOR PRODUCT DESIGNER

Shmix.

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📍 Hartenbos, Western Cape

EXPERIENCE

Senior Product Designer

Luno | Nov 2020 - present

At Luno I design solutions with a highly collaborative, cross-functional team of engineers, product managers and data scientists within the help and support space. I am the champion of our help centre customer's needs and am deeply embedded in qualitative research of the entire experience journey. Together with my team, we are working towards the future of understanding our customers when they need our support in the crypto space.

Product Designer

Freelance | Aug 2019 - Aug 2020

Creating digital strategies & the user experience for my client's digital products, taking direction on the business goals and objectives. Projects included the University of Western Cape website upgrade.

Senior Product Designer

Nedbank | March 2018 - June 2019

Planned out the best systematic release of the new UI for the mobile app. Worked closely with the Design System team and the iOS and Android developers in creating a component library for unity amongst the numerous product developing squads within the organisation. Designed the upgrade of many old and new features for the app. Planned and oversaw User Testing sessions. Acted as a UI, UX and IA overseer for the designers in the different squads to ensure alignment before it goes into development.

Mobile payments squad (Scan to pay - **Won 2019 Bronze Loerie in Service Design**) Planned the user experience, assisted with the user testing and designed the user interface. Worked closely with engineers and QA testers. Assisted with product testing after development cycles and during production launches.

Lead designer > Creative Director

Prospero Digital

Creative director | Sept 2016 - Dec 2018

Lead designer I | Dec 2015 - Aug 2016

Managed a small dedicated team of designers, developers and copywriters. Was responsible for the creative studio outputs including accuracy, time-lines, quality & innovation. The lead role in conceptualisation, UI design and quality control from a creative and conceptual viewpoint, and the lead in projects' UX strategy. Overall brand manager for the company's main client accounts.

UX, UI & Graphic designer with 9 years of experience in designing solutions in digital product spaces and user interfaces. Experience in an agile work environment and design systems. Lover of animals, fantasy fiction novels and any movie with Gene Kelly in it.

EDUCATION

Bachelor of Arts

The Open Window - 2015 Visual

Communication Design

Top Academic Achiever Award 2012

Interactive Design Foundation

PROJECT SKILLS

Customer qualitative research
UX ideation & user flows
Information Architecture
Interaction & UI design
Low to high fidelity prototyping
Competitor benchmarking
Project management
Agile

SOFTWARE SKILLS

Sketch
Figma
InVision Studio
Adobe Suite
WordPress
Jira
Gitlab

VOLUNTEERING

ADPList mentor

* References available on request.