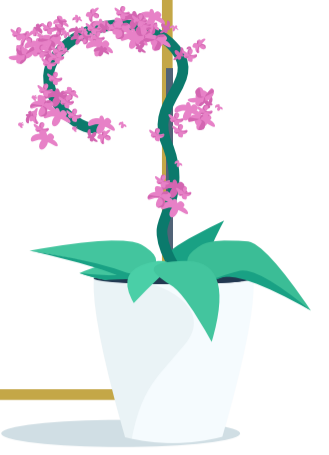


ANINA HANEKOM

SENIOR UX/UI DESIGNER



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PROFILE

Hello, I'm a product designer living in Norway. I have a postgraduate degree in Psychology, with a focus on Clinical Psychology and Psychometry. My speciality lies in translating business and user insights into natural synergy that benefit both parties. I create order out of chaos with my passion for process. I'm well versed in agile methodologies, with a certification as scrum master. My tool box includes a high proficiency in Sketch, Figma, Axure and Invision. I love drawing and eagerly create illustrations for projects.

EDUCATION

BA Psychology Hons

University of Stellenbosch

Registered Psychometrist

University of Stellenbosch

SKILLS

Ethnographic research

Behavioural psychology

Customer Research

Client facing

Wireframing

Content writing

Agile methodology

Story telling

Visual communication

EXPERIENCE

Lead UX /UI designer

Differ/EDTECHFOUNDRY - PRESENT

As lead UX/UI designer at Differ I am responsible for end to end solutions. I created and lead the research and design process while worked closely with our product owner. I set up weekly testing sessions that quickly validated ideas from our design sprints. Once ideas were validated, I created the UX architecture and UI identity of these ideas. Working with our talented developers we implemented pixel perfect designs that people are excited to use.

As Differ is a startup, I also lead interviewing processes with potential new candidates, created copy/content for our social media presence and lead workshops and information sessions around the capabilities of Differ



EXPERIENCE - Continued

UX/UI design and research

Skalar - 2018 - 2019

At Skalar, a digital agency, I worked with brands such as Obos and Inviso. I created research plans and conducted interviews for a new Obos tilvalg solution. This will be available in 2020, for most Obos customers. As lead UX/UI for Inviso, I worked closely with the development team and client stakeholders to translate customer needs into functional solutions. I maintained several internal and client facing sites. I co-created and maintained the sprint backlog with the product owner, while checking technical feasibility with our development team

UX/UI designer

Telenor Digital/Norway - 2017 - 2018

At Telenor I primarily worked on the Capture/MinSky app. Together with a multidisciplinary team we set out to understand the different requirements of all 11 countries Capture was launched in. I traveled to most countries, created the research plans, analysed the results and together with a senior UI designer we translated these findings into UI that was catered towards a specific target audience. I read metrics of the app and created solutions to solve any issues encountered. I also worked briefly on Telenor's new pet tracking solution. I was in charge of research, design and finding the best hardware technology partner for our trackers

UX/UI designer

Deloitte Digital - 2015 - 2017

I joined Deloitte Digital as a UX analyst and have since worked on projects such as Old Mutual, Lovelife, Virgin Active and Barclays. I primarily focussed on the UX, while working closely with a senior UI designer to translate research findings into functional and delightful UI

UX researcher

Mxit - 2014 - 2015

I started my UX career at Mxit, looking after user research and setting up the Mxit mobile lab. I was one of two UX professionals in a team of 100 people. We were tasked with creating an awareness of the importance and functional implementation of a user centered design process

Psychometrist

DR. Marc Thunbridge and associates - 2014 - 2014

I did a 6 month internship where I worked full time at a Private Psychologist's office conducting Psychometric assessments

