



SENIOR LEAD UX DESIGNER

Emile Potgieter

18+ years in UI/UX, front-end development, animation and 3D design.

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Almost 2 Decades in UI/UX across agency, corporate and consulting environments. I led a design team at EY and currently lead UX prototyping and production at 4Sight, working across design, Development and Client facing.

CAREER TIMELINE

Senior Lead UX Designer 4Sight Holdings · Jul 2021 — Present

- Prototype and produce UX/UI for client solutions, from first design to production.
- Set up front-end projects for the backend teams and manage delivery.

Senior Multimedia Specialist Barloworld Motor Retail · Apr 2018 — Jun 2021

- Set up an internal division for dealership brand work.
- Produced UI/UX front-end campaigns, brand communication, copywriting, gamification, and 3D.

Associate Supervisor · Senior Digital Designer EY · Jul 2017 — Apr 2018

- Led a team of ten multi-skilled digital designers and animators.
- Introduced AR into client proposals and built a VR student-recruitment experience.

Creative Director · Founder Creative Fox Digital Studios · Sep 2012 — Jun 2017

- Built the studio's client base and brand while directing digital design work across web, campaigns and motion.
- Grew from Senior Digital Designer into the Creative Director role, handling client relationships, budgets and delivery. Short Senior UI/UX contract at Evolveav (2017).

Designer & Web Development Promed Computer Services · Feb 2009 — Aug 2012

- Promoted to Designer after five months; improved UI/UX for the company's software and designed client web interfaces.

Network Technician Promed Computer Services · Nov 2008 — Jan 2009

- Network set-up and support; built servers, serviced hardware, and conducted software testing.

SKILLS

Project Planning

Product Development

User-centered Design

UX Strategy

Team Leadership

Front-end

AR / VR

Animation & 3D

EDUCATION & CERTIFICATIONS

BA Degree (incomplete) — AFDA, 2006–2009

Advanced AutoCAD & Inventor — CAE Solutions · Autodesk Maya 3D — Learn3d
HTML & CSS — CTU · Matric — Hoërskool Kempton Park

LANGUAGES

English — fluent

Afrikaans — native