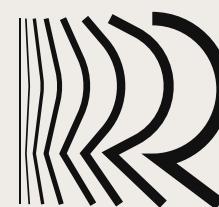


A Designer's Guide:
Empathy, artistry and
influencing culture

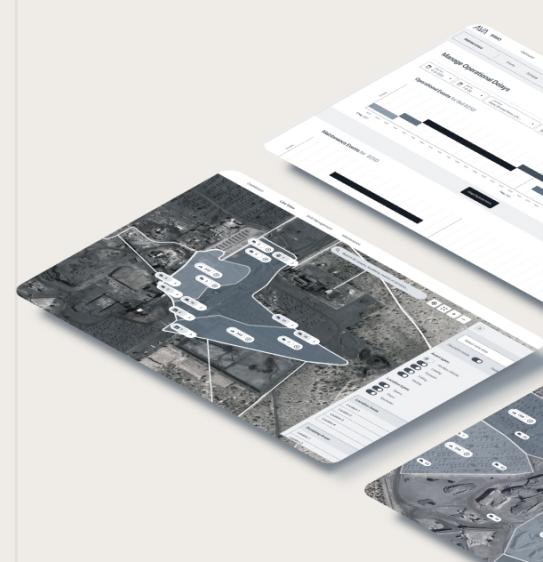
A Designer's Guide:
Empathy, artistry and
influencing culture

1. Get a different point of view.
Empathy.

awareness
design.



Design Leadership • UX
UI • Product Strategy



Hi, my name is **Riniel Gresse** and I'm a multidisciplinary design lead, currently **Head of User Experience & Product Design** at Shoprite Group in Cape Town, South Africa.

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Index

WHAT I DO

PROJECT HIGHLIGHTS

EXPERIENCE

- Head of User Experience & Product Design, Shoprite Group
- Product Design Director, Absa Bank
- Digital Creative Director, Punk
- Freelance Product Designer
- Senior User Interface Designer, Standard Bank (Free Thinking)
- Creative Head, Hellocomputer
- Digital Designer, Gloo
- Multimedia Designer, Osiris Trading
- Interactive Designer, Artwise Design (Creacha)

EDUCATION

- BTech Degree: Multimedia Design, University of Johannesburg

AWARDS

What I do

Product Design Manager/ Lead

- Team management & Processes
- Design Standards & Best Practices
- Stakeholder Engagement
- Project Management

User Experience Design

- Discovery, Planning & Implementation
- User Research & Testing
- Behavioural Observation & Contextual Enquiry
- Wireframing & Prototyping
- Mental Models & Personas
- Information Architecture
- Customer Experience Maps & User Journeys
- Card Sorting

User Interface Design

- Design Systems, Standards & Best Practices
- Heuristic Evaluation
- Interface Design
- Prototyping
- Usability Testing

Software & Languages

- Sketch
- Axure RP
- Framer (+ CoffeeScript)
- Invision + Invision Studio
- Abstract
- Zeplin
- Adobe Creative Cloud (XD, Photoshop, Illustrator, ...)
- Front-end Development (CSS, HTML, Javascript)

Project Highlights

■ **Checkers.co.za**

SHOPRITE GROUP

Catalogue Website

Project Lead · Research · Testing

■ **Front Door**

ABSA CORPORATE INVESTMENT BANKING

Corporate Banking Platform Aggregator

Project Lead · Research · Testing

■ **Trade & Investment Mobile App**

STANDARD BANK WEALTH & INVESTMENT

Trade, Investment and Management
Mobile Application on iOS and Android.

Lead UI · Testing

■ **Checkers Mobile App**

SHOPRITE GROUP

Catalogue Mobile Application
on iOS and Android.

Project Lead · Research · Testing

■ **NovoFx**

ABSA CORPORATE INVESTMENT BANKING

Cross-border Payment Application

Project Lead · Testing

■ **Sendr Mobile App**

PUNK (KING JAMES)

On-demand hand-to-hand courier
service Mobile Application on iOS
and Android.

Project Lead · Research · Testing

Experience

Head of User Experience & Product Design

SHOPRITE GROUP ■ MAY 2018 - PRESENT, CAPE TOWN

I lead and consult UX designers, UI designers, external partnering agencies and developers throughout the lifecycle of projects to help them meet Shoprite's high standards for usability and design.

While at Shoprite, I'm responsible for building and expanding an internal customer centered design team. To date I've established product UX best practices, research & testing techniques, design team processes and a design systems that's the engine to all our digital products and experiences. Projects I currently lead range from cross border payment platforms, banking/ wallet services, on-demand grocery platforms and the primary Checkers/ Shoprite web and desktop platforms.

Portfolio

- Checkers.co.za
- Shoprite.co.za
- Checkers Mobile App
- Shoprite Mobile App
- Sixty60 Mobile App
- Cart Design System

Team Managed

- User Interface Designers - x3
- User Experience Designer
- External Consultancies & Advertising Agencies

Role

- Design Manager
- Projects Lead
- UX Designer
- UX Research
- User Testing
- Design System

Product Design Director

ABSA BANK ■ DECEMBER 2016 - MAY 2018, CAPE TOWN

I co-led 24 UX and UI designers between 2 cities over 27 projects. Together with my fellow Product Design Director we build customer-lead digital experiences for our corporate clients as well as colleague internal web based systems.

Alongside various agile (SAFe) development and business departments, my team and I create both feasible and viable apps and web systems. From conducting user research, working with BA's, FA's, Development Teams and Product Owners through business-lead user stories to validating core value propositions. Design thinking goes beyond just implementation.

Products

- Front Door
- Solar Design System
- NovoFX
- DebiCheck
- Mandate Management
- Tax & Regulatory Payments
- Pocketflow

Team Managed

- User Interface Designers - x6
- User Experience Designers - x4

Role

- Design Manager
- Projects Lead
- UX Research
- User Testing
- Design System

Digital Creative Director

PUNK (KING JAMES GROUP) ■ AUGUST 2015 - NOVEMBER 2016, JOHANNESBURG

As a Digital Creative Director at a leading and digitally lead agency I was responsible for leading the creative and concept direction within the Johannesburg digital department. My portfolio spanned over various clients with my primary focus on VISA, Puma Energy, Sendr, Heineken, MyiStore and Multichoice.

With my background in both service/ product design I focused on creating campaigns and digital experiences that put our consumers at the heart of it all. From Integrated Enterprise Logistics solutions partnering VISA and Tom Tom, through the line campaigns for VISA Paywave to full end-to-end service design on Sendr. A hand to hand courier service connecting people and businesses with on-demand delivery. I was responsible for the brand development, tonality, mobile app experience and the service design that enabled each user to connect to a driver to deliver their goods in realtime.

Portfolio Team Managed Role

■ Visa	■ User Interface Designer	■ Design Manager
■ MyiStore	■ Digital Art Directors - x3	■ Projects Lead
■ Multichoice	■ Digital Copywriter	■ UX Research
■ Puma Energy		
■ Durex		
■ Sendr		
■ Heineken		

Freelance Product Designer

MYSELF ■ MAY 2015 - PRESENT, JOHANNESBURG

During my time at Punk I fell in love with product design and decided to consult as a Freelance Product Designer/ Creative Director. At the time I was fortunate to work for incredible agencies such as Isobar, Hellocomputer, Creacha and Punk.

I specialised in UI/UX design, product design, campaign ideation, digital art direction, illustration and brand campaigns.

While freelancing I was fortunate enough to have work with some incredible brand such as Wesbank, Volkswagen, Sendr, Toyota and Microsoft. It was an amazing experience but I decided to accept a more permanent offer at Punk Johannesburg (previously known as Flint n Tinder).

Portfolio Team Role

■ Sendr	■ Art Directors	■ Consultant
■ Wesbank Website	■ Copywriters	■ UX Designer
■ Baron VW Website	■ Digital Strategists	■ UI Designer
■ Viacom		■ Art Director

Senior User Interface Designer

STANDARD BANK (FREETHINKING) ■ DECEMBER 2014 - MAY 2015, JOHANNESBURG

As a senior UI Designer I was part of a small team (UX + UI) contracted to Standardbank's mobile department to head up design on their mobile trading platform.

During this time I was responsible for redesigning both their Android and iOS trade platforms to align more with the infamous Material Design and iOS 10 design standards. This was particularly a challenge as it introduced an entirely new mobile experience driven by intuitive gestures, micro interactions and an integrated omnichannel experience.

Portfolio Team Role

■ Trade & Investment Native Application (iOS & Android)	■ User Experience Designer	■ UI Design Lead
		■ User Testing

Creative Head

HELLOCOMPUTER ■ AUGUST 2013 - NOVEMBER 2014, JOHANNESBURG

Portfolio

- Cell C
- Wesbank
- Toyota
- Cadbury (Mondelez)

Team Managed

- Digital Art Directors - x2

Role

- UI Design Lead
- User Testing

Senior Digital Art Director

GLOO ■ AUGUST 2011 - AUGUST 2013, JOHANNESBURG

Portfolio

- Samsung
- BMW
- Mini
- South African Tourism

Team Managed

- Digital Art Directors - x2

Role

- UI Design Lead
- User Testing

Multimedia Designer

OSIRIS TRADING ■ OCTOBER 2010 - AUGUST 2011, JOHANNESBURG

Interactive Designer

ARTWISE DESIGN ■ FEBRUARY 2009 - OCTOBER 2010, JOHANNESBURG

Web Designer & Developer

CREATIVE SOLUTIONS ■ JULY 2008 - FEBRUARY 2009, JOHANNESBURG

Education

BTECH Degree: Multimedia

UNIVERSITY OF JOHANNESBURG ■ 2006 - 2010

Awards

- **Checkers Sixty60 Mobile App**
MTN BUSINESS APP OF THE YEAR
BCX DIGITAL INNOVATION
GOLD LOERIE
- **Sendr Mobile Application**
GOLD BOOKMARK
BRONZE LOERIE
- **Samsung Galaxy SIII “Popup Play”**
LEADER ASSEGAI
- **Absa DebiCheck Mobile Application**
BANKING TECHNOLOGY AWARDS
(BEST CONSUMER PAYMENTS INITIATIVE)
- **BMW 3 Series Infographic**
BRONZE LOERIE
BRONZE ASSEGAI
BRONZE BOOKMARK
SIZMEK
- **Samsung Galaxy SIII “Smart Stay”**
BANKING TECHNOLOGY AWARDS
(BEST CONSUMER PAYMENTS INITIATIVE)

