Niki De Bruyn

Working within the fast paced world of digital design and the Human Centred Design Methodology, I aim to create meaningful design solutions that make lives simpler. My deep sense of empathy and keen insight into business and engineering means that I can deliver solutions that solve complex problems that both please the user and meet business goals. I absolutely love what I do and smile doing it everyday.

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Experience

SENIOR PRODUCT DESIGNER
Mews
Amsterdam
(Nov 2022- Current)

Mews is a property management software (Saas, B2B2C) re-imagining the art of hospitality. From booking to check-out and everything in between, Mews Hospitality Cloud offers innovative solutions and advanced technology in one complete ecosystem. I work on the Finance and Accounting team within the product where we look after all things billing, invoicing and accounting reports.

Responsibilities:
- Design lead in product trio
- Pitching design vision to upper management and trio
- Design discovery with product manager
- Stakeholder management and collaboration
- Creation of design patterns for UX overall for the PMS
- Design presentations
- Heuristic evaluation
- User research and testing
- Managing work across multiple teams
- Pushing for quality within my trio
- Processes for ensuring quality deliverables from design and development
- Backlog refinement and contribution
- Product strategy
- Design reviews
- Product design

SENIOR PRODUCT DESIGNER
Studytube
Amsterdam
2020-2022

Studytube is a B2B company providing a learning platform which includes a learning management system, a learning experience platform and a learning provider marketplace. I am currently working as the lead product designer across 3 teams within the marketplace space as well as lead UX designer for the redesign of our LMS system.

Responsibilities:
- UX Design
- UI Design
- Design system contributor
- Stakeholder management
- Creation of design patterns for UX overall of LMS
- Design presentations
- Heuristic evaluation
- User research and testing
- Close collaborating with Delivery Manager, Tech and QA leads
- Design delivery

- Colloboration with remote developers in Ukraine
- Processes for ensuring quality deliverables from design and development
- Requirements gathering
- Backlog refinement
- Product strategy
- Design reviews

PRODUCT DESIGN LEAD
Nedbank
South Africa
(2019-2020)

Nedbank is one of the Big 5 banks in South Africa. I joined the Staff Servicing team as a design lead across 5 squads of designers. Each squad consisted of 1x UX and 1x UI designer each. The aim of the staff servicing project was to re-imagine how staff serviced banking clients within branches and on the phone. This was a large project with over 200 members.

Responsibilities:
- Managing 10 designers in 5 different product sqauds
- Stakeholder management
- Creation of design patterns ready to scale
- Design roadshows
- Heuristic evaluation
- User research and testing
- Close collaborating with Delivery Manager, Tech and QA leads
- Colloboration with remote developers in India
- Processes for ensuring quality deliverables from design and development
- Requirements gathering
- Backlog refinement
- Product strategy
- Feedback to broarder design teams (the bank had over 100 designers)
- Design reviews
- Design delivery

I was then asked to join the Juristic Servicing team after the Staff Servicing project as the project was in a stable condition and they needed me to lead the Juristic team instead. The Juristic Servicing project consisted of 7 product squads with over 300 team members. The project was a rework of all services that our enterprise clients could onboard and service themselves without the needs of their bankers. It was an incredibly complex landscape to work in with very tight deadlines.

PRODUCT DESIGNER
Standard Bank
South Africa
(2019 - 9 month project)

Standard Bank is one of the Big 5 banks in South Africa. I joined the mobile banking app team there as a senior product designer.

Responsibilities:
UX Design
UI Design
Prototyping
User research
User testing
Working within an agile squad
Heuristic evaluations
Stakeholder management

Product Design lead
Wunderman Thompson
South Africa
(2018 -8 month project)

I worked on a project for a complete re-imagining of the services and onboarding website for Telkom. Telkom is one of the biggest telecom companies in South Africa.

Responsibilities:
- Design Lead for UX leading a team of 6 designers
- Maintain design integrity and collaboration across all designers
- Stakeholder collaboration and management
- Design reviews
- Client reviews and scoping sessions
- User testing
- Design system contribution
- Manage delivery and rollout
- User research
- Heuristic evaluation
- Customer Journey Mapping
- Project UX strategy

TECHNICAL PRODUCT DESIGN LEAD
DVT
South Africa
(2018-2021)

DVT is a consultancy specialising in design, front and back end development and testing. Part of my role here was to upskill, mentor and prepare our graduates through their first career experience. During my time at DVT I was placed at a few clients where I acted as a Design Lead within their various projects and teams.

SENIOR UX/UI DESIGNER
Platform45
South Africa
(2016-2017)

Platform 45 is a software development company offering Product design and Development capability to their clients. I was the lead UX designer on all of my projects and had the opportunity to work on many challenging and great products during my time there including MyTopDog, Londolozi and Vodacom e-school.

Responsibilities:
- UX Design
- UI design collaboration
- Prototyping
- User research
- User testing
- Working within an agile squad
- Heuristic evaluations
- Google design sprint facilitation, design and user testing
- Graphic design
- Product strategy collaboration
- Stakeholder management

UX/UI DESIGNER
Barclays Africa
Absa Mobile Banking app
South Africa
(2015 -2016)

In this team I was lucky enough to work within an amazing team of innovators and designers. The Absa mobile banking app was in the process of being completely re-imagined and had a user base of 4 million people. We worked in 6 agile teams with our development team primarily located in India.

Responsibilities:
- UX Design
- UI design collaboration
- Prototyping

- User research
- User testing
- Working within an agile squad
- Remote collaboration
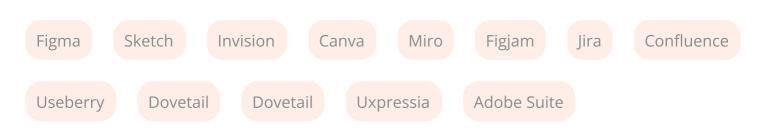- Graphic design
- Product strategy collaboration

UX/UI DESIGNER
Barclays Africa
MegaU App
South Africa
(2014 -2015)

After entering and winning at the Barclays Hackathon with an idea for a kids banking app I was given the opportunity to become a UX Designer within the newly created design team within the bank. The prize for winning at the hackathon was seed funding for us to launch our winning app idea. This app was called MegaU.

Responsibilities:
- UX Design
- UI design collaboration
- Prototyping
- User research
- User testing
- Working within an agile squad

Proficient in

Figma   Sketch   Invision   Canva   Miro   Figjam   Jira   Confluence

Useberry   Dovetail   Dovetail   Uxpressia   Adobe Suite

Education

BENONI HIGH SCHOOL
1996-2000

UNIVERSITY OF PRETORIA
Psychology and
Criminology
2002-2006

HUMAN FACTORS INTERNATIONAL
UX foundations, Practical
Usability Testing, User
Centred Analysis