



hello@anriaduplessis.co.za  
+27 83 458 5643

---

**Digital Portfolio >>**

## EXPERIENCE

### Intermediate Product Designer

*Glucode*

2023 - Present

Assisted the Discovery Bank team with UI collateral and marketing strategies, collaborating with a motion designer to storyboard and conceptualise motion graphics. Created whiteboards, wireframes, and low-fi designs for user testing, developed high-fi designs and prototypes based on feedback, and explored UI element options for various user testing phases. Conducted user research, surveys, customer analysis, competitor analysis, and persona building to inform UI/UX designs for both internal and client work.

### Design Team Lead

*Pioneering Solutions Studio*

2021 - 2023

Oversee all design projects from conception to delivery, liaise with marketing and business development teams to ensure deadlines are met, collaborate internally and with clients to conceptualise and execute creative solutions. Conduct pre and post-production quality checks, support the Content Lead to ensure consistent brand messaging, work from internal briefs to generate ideas, mentor and support the team of Graphic Designers, communicate creative briefs and concepts, manage work allocation, oversee all aspects of art direction, direct job traffic, delegate tasks, ensure deliverables are met within timelines, maintain accurate time sheets for billing, and develop and submit proposals.

### Senior Digital Designer

*Pioneering Solutions Studio & Design Vibes*

2018 - 2021

Responsible for client liaison, brand identity design and collateral, concept development, social media post designs and campaigns, UI design with occasional development (HTML & Bootstrap), guiding and mentoring a Junior Designer, and collaborating with developers.

### Mid-weight Designer

*In-Detail Advertising*

2016 - 2018

Responsible for client liaison, brand identity and stationery design, concept development, social media post design and campaigns, and UI design and development (WordPress).

### Junior Designer

*Design Vibes*

2014 - 2016

Brand identity, stationery design, and WordPress website design and development.

## EDUCATION

### Accessibility: How to Design for All

Interaction Design  
Foundation

2023

### UX Design Course

University of Cape Town  
2020

### BA in Visual Communication

Open Window  
2012 - 2015

### Matric

Edenvale High School  
2011

### Tools & Technologies

Figma, Framer, Adobe Suite, Microsoft Office, Harvest, Basecamp, WordPress, Miro, Slack

---

### Social

[anriaduplessis.co.za](https://anriaduplessis.co.za)  
Linkedin