

# Theunis Hall

## Senior Product Designer

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## Experience

### Buddy Industries (Pty) Ltd

Position: Senior Product Designer

Duration: 2019 - Current

- Spearheaded the redesign of the design system and core products, enhancing consistency, streamlining development and team efficiency.
- Collaborated with developers and stakeholders to deliver high-quality products, boosting user satisfaction, engagement and retention.
- Influenced product strategy to align with market demands and user feedback, increasing adoption.
- Partnered with the CTO and CEO in ideation, leading market-driven projects that generated revenue.
- Managed project details with clear documentation, task delegation and due dates, thus optimising workflows, improving stakeholder communication, and ensuring timely delivery.
- Directed design for multiple client projects of various industries for both app and web platforms, aligning vision with business goals.

### Tusk T-Shirts

Position: Designer

Duration: 2018 - 2019

- Designed custom illustrations aligned with client requirements, seasonal trends, and branding, increasing customer satisfaction.
- Collaborated with clients to conceptualise designs, resulting in a higher approval rate and meeting business needs.
- Prepared print-ready artwork and coordinated with the printing team, ensuring accurate and high-quality production.

### Printworx

Position: Designer & Print Operator

Duration: 2015 - 2018

- Designed and printed a variety of marketing materials (logos, posters, business cards, banners, and more), enhancing client brand visibility.
- Created event-specific designs like 3D displays and illuminated signage, contributing to successful client events.
- Managed the entire printing process, ensuring quality and reducing reprints, streamlining project delivery with the production team.

# Education

## Bachelor of Arts in Graphic Design

Institute: Midrand Graduate Institute — Cape Town, South Africa

Duration: 2012 - 2014

Take note: Midrand Graduate Institute (formerly MGI, including CTI and Pearson Institute of Higher Education) is now known as Eduvos.

# Skills

## Technical

- User Interface Design.
- User Experience Design.
- Wireframing & Prototyping.
- Design Systems & Guidelines.
- Visual Design.
- Usability Testing.
- Interaction & Animation Design.
- Design Thinking & Problem-Solving.
- Design Tools (e.g., Figma, Adobe XD, Origami Studio, Play, Blender).

## Languages

- English: Fluent (read, write, speak)
- Afrikaans: Fluent (read, write, speak)

# Interests

- Continuous Learning & Development.
- Creative Exploration.
- Emerging Technologies Enthusiast.
- Game Development.
- iOS Application Development.