

Theunis Hall

Product Designer

Based GMT+2 • Remote-ready

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Product designer with 7+ years in fintech, e-commerce, and consumer platforms; shipped to 70k+ users and improved retention by 12% YoY through research-led, systemised design.

Experience

NamPharm

Position: Product Designer

Duration: 2025 - Present

- Designed internal tools for inventory, sales calls, and delivery management, streamlining and paper-based workflows and reducing manual overheads
- Designed and shipped a multi-tenant e-commerce platform on both mobile and web.
- Established in-house design systems; helping to improve checkout completion by ~12% and user onboarding by ~4%.
- Partnered with stakeholders to launch pharmacy-first, white-label stores.

Buddy Industries

Position: Lead Product Designer

Duration: 2019 - 2025

- Led the creation of a cross-platform design system; which cut handoff time by ~50% and raised experience consistency for 70k users.
- Drove UX improvements that increased user retention by ~12% YoY.
- Established company design process and component libraries, improving delivery quality and speed.
- Partnered with C-suite on scope and strategy across multiple product launches.

Tusk T-Shirts

Position: Designer

Duration: 2018 - 2019

- Translated client briefs into final artwork across apparel lines.
- Delivered illustrations and managed production to hit tight deadlines.

Printworx

Position: Designer & Print Operator

Duration: 2015 - 2018

- Produced multi-format print/digital work with strong craft and accuracy.
- Ran end-to-end production, meeting quality bars and coordinating hand-offs.

Education

Bachelor of Arts in Graphic Design

Institute: Midrand Graduate Institute — Cape Town, South Africa

Duration: 2012 - 2014

Skills

Technical

- Design systems
- Interaction design
- Prototyping
- Research & testing

Tools

- Figma,
- Adobe Creative Suite
- Framer
- Blender 3D
- VS Code

Soft Skills

- Stakeholder Management
- Cross-functional Collaboration
- Team Leadership
- Project Management

Languages

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

Interests

- Apple ecosystem design
- Mid-century architecture and design
- Blender / 3D digital artistry
- Motion graphics and animation design
- Video game design
- DIY self-improvement