Theunis Hall

Product Designer

Based GMT+2 • Remote-friendly • halltheunis@gmail.com • theunishall.com • LinkedIn

Product designer with 6+ years in fintech, e-commerce, and consumer platforms; shipped to 70k+ users and improved retention by 15% YoY through research-led, systemised design.

Experience

Nampharm

Position: Product Designer
Duration: 2025 - Present

- Designed and shipped multi-tenant e-commerce platform (storefront + ops tools).
- Established design system; improved checkout completion by ~12%.
- Partnered with stakeholders to launch pharmacy-first, white-label stores.

Buddy Industries

Position: Lead Product Designer
Duration: 2019 - 2025

- Led cross-platform design system; cut handoff time ~50% and raised consistency for 70k users.
- Drove UX improvements that increased user retention 15% YoY.
- Established company design process and component library; improved delivery quality and speed.
- Partnered with C-suite on scope and strategy across multiple 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
- Play,
- Framer
- Blender 3D
- Windsurf

Soft Skills

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

Languages

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

Interests

- iOS Application Design
- Emerging Technologies
- Game Design
- Design System Architecture
- Digital artistry