

UX · PRODUCT DESIGNER

# Nadia Oosthuizen

Driven by curiosity, empathy, collaboration and process.

## Experience

**PRODUCT DESIGNER** · British Airways  
Sep 2021 – Jul 2023 · Contract

I designed and deployed the brand new help centre product through an iterative process of research, prototyping, testing and live analysis, in collaboration with a production owner, data analyst and developer. This included implementation and refinement of a help centre search, FAQs and decision trees. I ran design sprint workshops with the team, produced rapid prototypes and planned, created and facilitated user testing sessions. Findings were regularly presented to stakeholders for their buy in and sign off, according to KPIs. I onboarded and mentored new designers as they joined related teams, championing collaboration.

We were successful in our goal of deflecting traffic from the contact pages and empowering a higher proportion of users to self-serve. We proved the concept of a help product and our trial team became permanent.

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## EDUCATION

Design School Southern Africa  
BA Degree · Graphic Design 2010

## SKILLS

**Design:** UX & UI design thinking · Accessibility principles · UX writing · Rapid prototyping · Storyboarding · Wireframing · Mind mapping · Mental models · Information architecture · Iconography

**Research:** Creation & facilitation of user testing · Data analysis

**Collaboration:** Workshop facilitation · Design systems · Developer spec · Excellent communication · Mentorship

## TOOLS

Figma · Sketch · Adobe suite · InVision · Jira · Confluence · Trello · Usertesting.com

- **UX DESIGNER · Code 23**

Dec 2020 - Aug 2021 · Contract

At this Reading based agency, I worked directly with external clients to design primarily e-commerce projects. I ran workshops to define requirements and created low fidelity designs to ensure stakeholder buy-in prior to prototyping and finally releasing a high-quality MVP. Most notably I worked on a virtual reality online learning platform which simulated what would otherwise be dangerous real-life training.

- **UX & UI DESIGNER · Mobii Systems**

Sep 2019 - Dec 2020 · Contract

Mobii provide sophisticated tracking hardware and software for clients to track, analyse and ultimately improve the performance of rugby players, cyclists, runners and other sports professionals, including for the South African Springboks rugby team's live match data analysis. I was hired to improve the user experience on the client interfaces and was responsible for ensuring a delightful and optimised dashboard experience. I also worked on private mobile sports tracking apps for international clients.

- **MULTIMEDIA DESIGNER · Polymorph**

Mar 2019 - Jul 2019 · Contract

I was contracted to work on a golfing app for an external client together with the in-house dev team. I undertook in field research at the golf range live testing with users. I analysed existing user journeys, mapped out new flows and ensured consideration for future iterations and scalability.

- **UX & UI DESIGNER · HealthQ**

Nov 2017 - Feb 2019

I was headhunted for this role in the health tech space, where I visualised complex medical data gathered by a wearable device, creating digestible information and user journeys for the

accompanying app. We conducted sleep and exercise studies, undertaking lots of user research. My focus was one of the exercise metrics, VO2 max, and how the associated data was used and displayed to best serve the user.

- **UX & UI DESIGNER · Emergea**

Jul 2017 - Nov 2017 · Contract

I was the sole designer tasked with improving usability and efficiency across all digital products for a range of businesses within the company. I championed best UX practices, collaborating with the dev team to ensure seamless experiences. One of the key products was a hybrid ticketed and digital queuing system for the retail sector.

- **UX & UI DESIGNER · 4i Mobile**

Jun 2016 - Jul 2017

This role was my breakthrough into both mobile apps and truly UX focused design. I worked autonomously directly with clients to develop a brief and validate an MVP. As part of this I created detailed prototypes for user testing and edited the findings into videos to showcase the evidence for recommended changes. I collaborated with the developers to ensure the client's vision was carried out. My projects included the re-design of South Africa's largest online ticketing platform, as well as a hybrid reward scheme mobile app.

- **UX & UI DESIGNER · Creative Caterpillar**

Jun 2015 - June 2016

- **PRODUCT & BRAND DESIGNER · Juniva**

Jul 2014 - May 2015

- **WEB & ANIMATION DESIGNER · iProspect**

Mar 2013 - Jul 2014

- **DIGITAL DESIGNER · World Wide Creative**

Feb 2012 - Jun 2014

- **GRAPHIC DESIGNER · HSM**

Apr 2011 - Jun 2012