



WERNER GRIESEL

UX SPECIALIST & FRONT-END DEVELOPER

HELLO

I'm Werner Griesel, a **UX/UI Enthusiast** and I solve problems with stats. My mission? To deliver all things digital. I live and breathe it. Craftsmanship, beauty and quality really matter to me. I strive to make all my products beautiful and elegant. I am extremely passionate about the **online experience** and believe that great design is practical and **human-centered at its core**, and starts with breaking things down to its simplest form.

EXPERIENCE

Dot Slash - Digital Agency

UX/UI Manager (2009 - 2017)

Increase revenue

- ✦ Increase subscriptions, membership and users
- ✦ Faster task completion
- ✦ Increase conversions
- ✦ Repeat & Generate business
- ✦ Good press, glowing reviews, industry awards

Decrease costs

- ✦ On time, on budget, within scope
- ✦ Fewer iterations
- ✦ Fewer bugs and escalations
- ✦ Reduce support calls
- ✦ Improve data entry accuracy

Open Window Institute

Web Dev Course Lecturer (2016 - 2017)

Cantusstar - Design Studio

Front End Developer (2007 - 2013)

Hathor Records

Art Director (2005 - 2007)

EDUCATION

Interactive Arts

Open Window Institute (2014 - 2015)

BA Arts in Communication Science

University of South Africa (UNISA) (2016 - 2018)

BA Visual Studies (Fine Arts)

University of Pretoria (TUKS) (2006 - 2007)

* Completed 30 Credits

IN A NUTSHELL

- ✦ Obtain **analytics** and research data to shape customer insights into actionable projects
- ✦ Conduct **user research**, apply findings and develop a strategy for current and upcoming features
- ✦ **Communicate findings** with cross function teams (Developers, Designers, Marketing, etc)
- ✦ Work closely with Product Managers and Engineers in **building next version** of our services
- ✦ While working within brand guidelines, create wireframes, user flows, and **persuasive interactions**
- ✦ **Conceptualise** and design engaging user interfaces for both web and mobile

SKILLS & TOOLS

- ✦ Google Analytics
- ✦ UX strategy formulation
- ✦ Personas
- ✦ Storyboards & Scenarios
- ✦ Wireframing & Prototyping
- ✦ A/B testing & User Testing
- ✦ Stats + Stats + Stats
- ✦ Information Architecture (IA)
- ✦ HTML5 & CSS3
- ✦ LESS & SASS
- ✦ jQuery & Javascript
- ✦ Google AMP Pages
- ✦ Bootstrap & Foundation
- ✦ Online Branding
- ✦ Cross-Browser Compatibility
- ✦ Adobe Suite
- ✦ Photoshop & Sketch
- ✦ Mailchimp
- ✦ Github & Version Control (GIT)
- ✦ InVision App
- ✦ Responsive Layout and Design
- ✦ Mobile First Thinking

RESEARCH IMPLEMENTATION

CONTACT

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WERNER GRIESEL

I DO USER BEHAVIOR OBSERVATION TESTS FOR CONVERSIONS

USER EXPERIENCE

UX Research & Strategy

Personas & A/B testing



Analytics

A/B testing & Analytics



Information Architecture

Wire-framing & Prototyping



Prototype Testing

UI prototype & User Testing



Personification

Storyboards & Scenarios



Product Launch

Analyse Feedback



AND ALL OF THE ABBREVIATIONS:

SEO

H1 for a reason



CSS

CSS Frameworks



SMO

Social Butterfly



USER INTERFACE

Web Development

HTML & CSS



Interactive Web

jQuery & Javascript



User Interface

Site-wide style guides



Interaction Design

Motion & Animation



Skills Marketing

CV & Portfolio



Digital Publishing

Digital libraries & Catalogues



Visual Design

Graphics, Skinning & Branding



Product Design

Product Look & Feel



Content Management

This goes here & not there



Infographics

Picture is worth a 1000 words

