

Marinet Garlipp

Portfolio: <https://marinetgarlipp.com> (pwd: gimmegoodstuff)

marinet.garlipp@gmail.com • [+1 647 331 1838](tel:+16473311838) • www.linkedin.com/in/marinetgarlipp • Toronto, Canada

I have over a **decade of graphic design and web development experience**. During the past 4 years, I've worked hard at levelling-up the UX maturity at the current healthcare SaaS company I work for. I'm now ready for a **new challenge** at a tech company, preferably in the enterprise software space, as a product designer.

Experience (4 YRS PRODUCT • 13 YRS VISUAL/WEB)

Product Designer & Lead UX Strategist

GoodX Healthcare

Nov 2022 - present
Toronto, ON, Canada

- Led product design and engineering efforts for GoodX Healthcare, contributing to improved user experience and overall product design.
- Conducted extensive user research and analysis to inform product design decisions, resulting in enhanced user satisfaction and engagement.
- Played a key role in the product design cycle (South Africa head office), providing valuable insights and expertise in UX and UI design.
- Assisted with various administrative, marketing, and website management tasks to support the overall success of GoodX Healthcare Canada.
- Created and implemented a UX Strategy for continued improvement of the customer and user experience.

Product Designer & Lead UX Strategist

GoodX Software

Aug 2021 - Oct 2022
Pretoria, South Africa

- Improved the booking rate on the myGC product from below 4.2 monthly, to consistently above 4.3 monthly.
- Pioneered and implemented a prototyping process utilising Figma, revolutionising our product development approach and enhancing articulation of use cases.
- Educated cross-functional teams involved in the product life cycle, encompassing project management, product design, and development, on the importance of good design and UX principles.
- Contributed to overall strategy and decision-making about product direction through a comprehensive UX Strategy.
- Introduced a Figma Component Library (Design System), making Figma more approachable for the product team and enabling them to swiftly create prototypes while ensuring design consistency.
- Conducted extensive user research and testing for various features (new and updated) in the various products.

Design Specialist (Freelance)

MG Designs

Feb 2017 - Jul 2021
Centurion, South Africa

Graphic & Web Designer

Nuthouse Marketing

May 2015 - Jan 2017
Centurion, South Africa

UI Engineer

Conor Information Technologies

Aug 2014 - Apr 2015
Centurion, South Africa

Graphic Designer

Business Enterprises at University of Pretoria

Aug 2011 - Feb 2014
Pretoria, South Africa

Education

Honours of Information Science (Multimedia)

[University of Pretoria, South Africa](#)

Jan 2010 - Dec 2011

Bachelor of Information Science (Multimedia)

[University of Pretoria, South Africa](#)

Jan 2007 - Dec 2009

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Skills

Hard/Technical:

Product Design, Prototyping, Wireframing, HTML, CSS, Visual Design, UI Design, Usability Testing, UX Research, Design Systems, UX Writing, Web Design, Print Design, Material UI, Bootstrap UI, Content Strategy, Database Knowledge, Coding Knowledge

Tool Stack:

Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop, etc.), Wordpress, ChatGPT AI, CopyAI, Google Looker Studio, Maze, Adobe XD, Lookback, Miro & Whimsical, Webflow, Zeplin, Windows, Notepad++

Soft Skills:

Problem solving, Critical thinking, Creative, Detail-oriented, Analytical & logical thinker, Good communicator, Quick learner, Responsible & accountable, Deadline-driven, Emphatic, Mad organisational skills, Independent worker, Language, Continually learning/studying

Certifications

Product Designer Certification

Uxcel - <https://app.uxcel.com/certificates/71BYCV936WUX> (Score 96%)

Jan 2024

UX/UI Designer Certification

Uxcel - <https://app.uxcel.com/certificates/O6U7F8JKOSWO> (Score 85%)

Jun 2023

User Experience Nanodegree

Udacity - <https://graduation.udacity.com/confirm/HSKXQUSD>

Jul - Oct 2021

Volunteer

ADPList Mentor

ADPList - <https://adplist.org/mentors/marinet-garlipp>

Dec 2021 - Present