

Marinet Garlipp

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

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

[Cue epic music] Introducing **Marinet**, a **powerhouse Product Designer** with over a **decade** of graphic and web design mastery under her belt and **4+ years** leveling up SaaS products in the healthcare world. With a unique blend of **UX expertise**, **visual design finesse**, and a mind buzzing with **cognitive psychology** and **design systems knowledge**, Marinete thrives on deadlines, challenges, and—of course—coffee! She's a **detail-obsessed problem-solver** with an analytical mind, always **balancing creativity with logic**. Now, she's set her sights on the next frontier: enterprise software, where she'll push design boundaries and craft seamless user experiences, all while wielding her deep tool stack and fierce passion for design.

Experience (4+ YRS PRODUCT • 14 YRS VISUAL/WEB)

User Experience Design & Research

GoodX Healthcare

Nov 2022 - present
Kingston, 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

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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

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

UI Design (in progress)

Learn UI Design - <https://www.learnui.design/>

Jan 2023 - Present

Product Designer Certification

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

Jan 2024

UX/UI Designer Certification

Uxcel - <https://app.uxcel.com/certificates/O6U7F8JKOSWQ> (Score 85%)

Jun 2023

User Experience Nanodegree

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

Jul - Oct 2021

Volunteer

ADPList Mentor

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

Dec 2021 - Present