Marinet Garlipp

Product Designer

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Product Designer with 5+ years in enterprise and healthcare SaaS (B2B & B2C), backed by 15 years of graphic, web, and brand design experience. Focused on end-to-end design with user research, interaction design and design systems, translating complex enterprise workflows into intuitive web product experiences. Experienced in guiding product direction, advanced design systems, AI pair-coding from Figma designs, and collaborating with cross-functional teams through the design process.

SKILLS

Design: Product & UX/UI Design (B2B & B2C), Design Systems & Component Libraries, Visual Design, Branding & Identity, Wireframing & Prototyping, Responsive Web Design, Information Architecture, Accessibility Standards, AI pair-coding (Claude)

Research: User Research, Usability Testing, Heuristic Evaluation, Stakeholder Interviews, Survey Design, Qualitative & Quantitative Research

Tools: Figma, AI (Claude Pro), HTML/CSS, Adobe Creative Suite, Maze, WordPress, Miro & Whimsical

Collaboration: Cross-functional Collaboration, Workshop Facilitation, Stakeholder Communication, UX Evangelism

EXPERIENCE

Senior Product Designer, GoodX Healthcare, Ontario, Canada *Nov 2022 - Present (3y10m)*

- Lead product design for GoodX Healthcare's SaaS platform, collaborating with the South Africa product team on UX and UI improvements through the design cycle.
- Piloted a workflow using Claude Code to take Figma designs directly into a live, complex codebase, so designs could be user tested in the real environment before development resources were committed.
- Create and maintain a UX Strategy that guides ongoing improvements to the customer and user experience.
- Conduct qualitative and quantitative user research and analysis to inform product design decisions.
- Manage marketing and website design for GoodX Healthcare Canada alongside core product design responsibilities.

Product Designer & Lead UX Strategist, GoodX Software, Pretoria, South Africa *Aug 2021 - Oct 2022 (1y3m)*

- Diagnosed a drop in patient satisfaction ratings on the myGC booking flow from feedback data, and shipped a UI fix that took average monthly ratings from below 4.2 to consistently above 4.3.
- Established a Figma-based prototyping process that improved team workflows and clarified use cases for cross-functional stakeholders.
- Built a Figma component library that helped the wider product team prototype faster and maintain design consistency.
- Trained project management, design, and development teams on UX principles and helped shape product direction through a UX Strategy.
- Conducted user research and usability testing on new and existing features to guide product design decisions.

Design Specialist (Freelance) at MG Designs *Feb 2017 - Jul 2021 (4y6m)*
Senior Graphic & Web Designer at Nuthouse Marketing *May 2015 - Jan 2017 (1y9m)*
UI Engineer at Conor Information Technologies *Aug 2014 - Apr 2015 (9m)*
Graphic Designer at Business Enterprises at University of Pretoria *Aug 2011 - Feb 2014 (2y7m)*

EDUCATION

Honours of Information Science (Multimedia), University of Pretoria, South Africa, *2010-2011*
Bachelor of Information Science (Multimedia), University of Pretoria, South Africa, *2007-2009*

CERTIFICATIONS

Product Designer Certification, Uxcel, 2024 (96%) · UX/UI Designer Certification, Uxcel, 2023 (85%)
User Experience Nanodegree, Udacity, 2021 · UI Design, Learn UI Design, in progress since 2023