



Curriculum Vitae



# ANTHEA VAN DER MEULLEN

## PERSONAL INFORMATION

**GENDER:** FEMALE

**LANGUAGES:** ENGLISH & AFRIKAANS

**DRIVERS LICENSE:** CODE B

**ID NUMBER:** 8807120025085

## CORE BUSINESS VALUE

Envisioning and executing plans and strategies for growth and to meet objectives and targets. Keeping in line with industry standards. Taking on a user centered approach, ensuring that the product logically flows from one step to the next. Establish human centered user interaction needs and design a user centered solution action plan.

I'm a perfect blend of creativity with technical skill, I have experience in Brand Identity, Brand Awareness, UX and UI, instructional design and Learning & Performance. My job is to turn outdated, ugly usability and accessibility messes into seamlessly flowing inclusively designed user friendly beauties. Every contact point needs to be a good experience.

My Career goal is to be a design solutionist who develops and creates material that solves wicked problems and also inspire and motivate people while leaving a lasting impression. An opportunity in your company will allow me to use my skills and talents to benefit you while affording me the opportunity to gain valuable experience and growth.



## EDUCATION

**2013**

### CERTIFIED IN TRAIN THE TRAINER

MCMASTER INSTITUTE

**2013**

### BACHELOR OF ARTS DEGREE IN CREATIVE BRAND COMMUNICATION SPECIALISING IN MULTIMEDIA

VEGA SCHOOL OF BRAND AND COMMUNICATION

**2009**

### GRAPHIC DESIGN

UJ

**2006**

### MATRICULATED ALLEN GLEN

UJ

## CONTACT ME

### MOBILE NUMBER

0832639374

### EMAIL ADDRESS

ANNI3MATIC@GMAIL.COM



## WORK HISTORY

**SEP 2015 - CURRENT**

### UI UX DESIGNER

OSIRIS TRADING

I currently work for Osiris Trading. I've gained extensive knowledge working for SEO. Accessibility & usability are sisters, when you design for accessibility, you're also fixing usability, conversion rates tend to go up by 50% when we design for accessibility. I build responsive digital design systems. Generative and evaluative research when rolling out new products, low and high fidelity mock ups, wireframes, sitemaps and prototypes. I work closely with developers to ensure seamless, accessible, functional human centered experiences and usable web interfaces. Cross functional collaboration is a must to ensure UX across all contact points within the brand and the interface. DevTools and User Reviews are my best friends.

**MAR 2015 - SEP 2015**

### MEDIA DESIGNER

KHINC STUDIO PRODUCTION COMPANY

Editing and Co-directing video content for short films and music videos.

**FEB 2013 - FEB 2015**

### GRADUATE LEARNING MEDIA DESIGNER

MTN

My career highlight was the appraisal letter I got from the CEO of MTN at the time Zunaid Bulbia for high Performance. I created training material for video content, call center training, instructional manuals and design and developed the induction for trainers. I also planned and setup video shoots for the CEO and executive team members.



### UX / DESIGN THINKING

80



### HTML & CSS

70



### UI / PROTOTYPING

100



### DESIGN SPRINT

75



### RESPONSIVE DESIGN

90



### INFORMATION ARCHITECTURE

90

# EMPLOYMENT HISTORY

## MTN LEARNING MEDIA DESIGNER

### JOB OVERVIEW

MTN South Africa is part of MTN Group Limited, a multi-national telecommunications company that boasts over 152 million subscribers across its company with operations in 21 countries in Africa and the Middle East. MTN has always been at the forefront of innovation. In 1996, MTN was the first company to pioneer the prepaid solution and is the first company to launch the highly acclaimed MTN Zone, the dynamic tariffing billing system.

### CORE PURPOSE

Increase the effectiveness of all performance interventions through providing design and development services for instructional media elements according to the identified needs, standards, budgets and project deadlines to ensure that appropriately reliable and valid blended instructional strategies are effectively implemented.

### CONTEXT

- Fast-paced, highly competitive environment
- Understanding the needs of the customers
- Implementation of legislation and compliance in the ETDP environments
- Short turn-around times in terms of response to market, customer and technology requirements
- Fast moving and ever-changing national and international trends

### KEY PERFORMANCE AREAS

- Fast moving and ever-changing national and international trends
- Manage the development of various media for all blended training interventions such as: Job Aids, eLearning, Video
- Collaborate with development managers, Subject Matter Experts and design team to validate performance needs and behavioral outcomes (course objectives and content) for training
- Outline scope and outcomes for blended learning solutions
- Collaborate on training plans and blended learning implementation strategies as needed
- Convert/update existing instructor-led material to online or blended delivery format
- Encoding of high resolution video for internet, mobile and tablet platforms.

...CONTINUED

- Structure course content and develop graphics, create instructional and navigational templates, and presentation media based on an awareness of the strengths of the many separate media that comprise multimedia
- Research and organize information to transform complex, unorganized information into professionally written, clear, interactive effective instruction, create instructional and navigational templates, and presentation media based on an awareness of the strengths of the many separate media that comprise multimedia
- Ensure training materials developed are aligned to the NQF, MTN Brand, MTN policies and procedures, and business needs
- Manage the technical aspects of audio and video content production to meet established quality standards and production schedules, and ensure ease of use
- Knowledge of recording, exporting, transcoding, and uploading
- Create art, animations, videos, soundtracks and interactions to enhance knowledge transfer
- Capture and Edit video and audio: edit video and audio clips to produce a multimedia product, from rough edit to final edit, incorporating graphics, roll-ins, roll-outs, and other graphics as required
- Research new developments (hardware, software, techniques, and approaches) in digital media, online learning, and e-learning, and incorporate new techniques and technology as appropriate
- Ensure that the customer is satisfied with the end service
- Weigh up the pro's and con's of each solution to provide the best service to customers
- Develop a process for managing a video request from pre-production stages to delivery and sign off from relevant requesting personell
- Develop a process for managing a video request from pre-production stages to delivery and sign off from relevant requesting personell

# KHINC PROJECTS MEDIA EDITOR

## JOB OVERVIEW

Khinc Projects is an organization that is about the poetry of ideas, the effectiveness of joint efforts and the functionality of positive concepts.

**Type of company:** Film / Media Production

**Primary business:** Visual Production

**Services:** Film Production, Music Video Production, Corporate Video Production, TV Show Production, Media / Marketing.

## KEY PERFORMANCE AREAS

- Post production editing for film, corporate videos, music videos and showreels.
- Develop motion graphics
- Manage the technical aspects of audio and video content production
- Storyboard, create character design and animations
- Deliver in a fast paced working environment
- Meet with client and work according to client briefing
- Liase with clients, supervise junior editors.
- Manage equipment and turn around times

# OSIRIS TRADING UI UX DESIGNER

## JOB OVERVIEW

Osiris Trading offers a complete range of e-commerce and online marketing solutions, providing customers with out of the box through-the-line marketing strategies. As a digital marketing company Osiris Trading offer a variety of services including: e-commerce solutions; social media marketing; search engine optimization, support, development, mobile centric marketing and much more.

## KEY PERFORMANCE AREAS

- Creation of user interfaces and other graphic elements for all devices. Building design systems assets.
- Qualitative Research & Analysis.
- Generative and Evaluative Research
- User Personas, Journey maps and Scenarios.
- Contextual Inquiry, pain points and known issues, repetition and duplication. Fixes and Hacks, software and application
- Heuristic Evaluations of both Web and Mobile products.
- Design Thinking - Solving Wicked Problems
- Collaborating and Assisting Teams. Design Sprints.
- Creating new processes and introducing new methodologies into the ecosystem.
- Generating ideas
- Researching new technologies and creative strategies
- Problem solving
- Mobile design guidelines knowledge on iOS and Android platforms, Deep knowledge of UX design principles, building components/patterns library, and frameworks.
- AA or AAA WCAG compliant
- UX copywriting
- Project managing the creative process of user experience research and design of sport betting content
- Develop, implement and optimise SEO strategies and initiatives for a variety of company owned and managed websites.