

# My name is Mario – and I create things.

I'm a creative professional with over a decade of experience shaping standout brands and crafting compelling user experiences.



## WORK EXPERIENCE

### UX/UI Designer | ayoba

APR 2023 - PRESENT

As a UI/UX Designer at ayoba, I play a crucial role in shaping the user experience across various platforms and devices. My primary responsibility is to design and develop intuitive, user-friendly, and visually appealing interfaces that meet the needs of our diverse user base. My expertise in human-centered design principles, user interface design patterns, and design systems enables me to create consistent and scalable designs that meet business goals and user expectations. Through usability testing and feedback, I continuously iterate and refine my designs to ensure they meet the highest standards of quality and usability. Ultimately, my goal is to craft experiences that delight our users and drive business success.

### Lead User Interface Designer | Jarrison Systems

DEC 2019 - MAR 2023

As the Lead User Interface Designer, I am responsible for creating a unified design language across all of Jarrison Systems product offerings. Notable work includes the ideation and designs for a fully functional web application, a new iOS & Android application, a new brand website, and new marketing collateral.

### Creative Director | Kreate. Agency

JUN 2015 - PRESENT

This has been my part time freelance project for over 5 years, allowing me to work on brands large and small - delivering unique work for agencies and clients alike. At Kreate. Agency, we focus on website design & development, brand creation and campaign development.

### Head of Social Media | NJIN Digital Marketing Agency

AUG 2018 - DEC 2019

### Social Media Specialist | Interface Digital

JAN 2017 - AUG 2018

### Graphic Designer | Hojo Digital

JUL 2015 - NOV 2016

### Graphic Designer | KRUGERSdesigns

OCT 2011 - MAY 2015

### Manager | MW Kruger Car Wash

MAR 2013 - FEB 2014

## EDUCATION

### Certificate, UX Design

2023

NATIONAL UNIVERSITY OF SINGAPORE

### Higher Certificate, Creative Development

2014 - 2015

VEGA SCHOOL OF BRAND LEADERSHIP

### Matriculation, IEB

2008 - 2012

MARAGON PRIVATE SCHOOL

## AWARDS & ACKNOWLEDGEMENTS

Best in Class for Brand Building Principles and Fundamentals – Vega School of Brand Leadership

Elementor Site of The Month – Kreate. Agency

CSSReel Featured Website Award – Kreate. Agency

CSSReel Nominee Website Award – Kreate. Agency

CSSReel Featured Website Award – iJump Trampoline Arena

CSSReel Nominee Website – Openview by VTUK

CSSReel Nominee Website – Liv Style Photography

CSSWinner Website Nominee – Kreate. Agency

Orpetron Site of the Day – Kreate. Agency

Orpetron Site of the Month – Openview by VTUK

Orpetron Website Design Appreciation Award – Kreate. Agency

## About Me

As a seasoned creative professional with over a decade of experience, I excel in crafting standout brands and user experiences through my expertise in UI/UX design, branding, web design, and graphic design.

With a proven track record of delivering impactful projects and leading teams, I'm dedicated to helping brands stay relevant and thrive in the ever-evolving landscape.

### CONTACT DETAILS

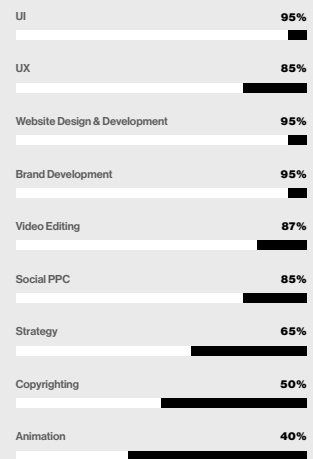
Email: [mario\\_kruger@icloud.com](mailto:mario_kruger@icloud.com)

Cellphone Number: +27 71 420 3933

Portfolio: [mariokruger.co.za](http://mariokruger.co.za)

## Skills

### EXPERTISE



### SOFTWARE

Figma

Adobe Suite (Photoshop, Illustrator, XD, Dreamweaver, Lightroom, After Effects, Dimension, Premiere Pro)

Affinity Suite (Designer, Photo, Publisher)

WordPress & Elementor

Sketch

CorelDraw

Final Cut Pro

MacOS & Windows

### LANGUAGE

Afrikaans  
Native or bilingual proficiency

English  
Native or bilingual proficiency