

# Mario Kruger

Seasoned creative professional with over a decade of experience shaping standout brands. Currently creating intuitive digital experiences for MTN Group Digital Services & Simfy Africa, focusing on Enterprise Scale, Design Systems, and Native Mobile ecosystems across Africa.

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## CERTIFICATIONS & EDUCATION

**Certified Scrum Product Owner®** | Scrum Alliance

**UX Design Certificate** | National University of Singapore

**Achieving Scale** | Blueprint eLearning Program

**Higher Cert. Creative Development** | Vega School (2014-2015)

**Matriculation, IEB** | Maragon Private School (2008-2012)

## TOOLKIT

**Design:** Figma (Advanced), Adobe CC, Sketch, Design Systems, Prototyping

**Strategy:** Agile/Scrum, User Research, A/B Testing, Product Ownership

**Technical:** Native Mobile (iOS/Android), HTML/CSS familiarity, React Principles

## RECOGNITION

**Elementor Showcase:** Global Top

## EXPERIENCE

### Senior Product Designer | MTN Group Digital Services

Jan 2025 – Present

Designing initiatives for multi-market products built for Africa.

- Defining and executing user journeys for scalable design systems.
- Aligning product strategy with MTN's vision of driving digital inclusion across the continent.
- Collaborating with cross-functional teams to deliver intuitive, locally relevant experiences.

### Senior UX/UI Designer | ayoba Superapp

Apr 2023 – Present

(Promoted July 2024)

Pioneered the user experience for Africa's leading communication platform (10M+ users).

- TikTok Integration:** Led the UX/UI for a first-in-Africa partnership, integrating TikTok content directly into the ayoba infrastructure.
- Native Parity:** Achieved 100% feature parity between Android and iOS by adhering strictly to Native Guidelines (Material vs. HIG).
- Design Ops:** Built and managed two distinct design systems (Lite PWA and Core Platform) to ensure consistency at scale.
- Customization:** Designed industry-leading features allowing users to customize their bottom navigation, improving engagement metrics.

### Creative Director | Kreate. Agency

Jun 2015 – Present

Founded and led a boutique design agency delivering strategy and execution for diverse clients.

- Awards:** Won multiple industry awards (CSSReel, Orpetron) for excellence in web design and layout.
- Rebranding:** Executed "Client Zero" strategy to rebrand the agency, resulting in global recognition.
- Legacy Modernization:** Led digital transformation projects for brands like **Cadac SA** and **SunUp Solar**, bridging the gap between traditional retail and e-commerce.

### Lead UI Designer | Garrison Systems

Dec 2019 – Apr 2023

Owned the visual language for a comprehensive workforce management suite.

- React Migration:** Designed 300+ unique screens to convert a legacy Desktop Application into a modern React-based Web App.
- Mobile Architecture:** Merged two distinct user modules into a single, cohesive mobile app (JT Clock) for iOS and Android.
- Brand Stewardship:** Created the comprehensive Brand Guideline Book to ensure consistency across all product lines.

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

Aug 2018

– Dec 2019

### Social Media Specialist | Interface Digital

Jan 2017 – Aug 2018

Site Feature

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**CSSWinner:** Nominee: Layout &  
Design

**Graphic Designer** | HoJo Digital

*Jul 2015 – Nov 2016*

**Orpetron:** Site of the Day