Anika Gerber

Product Designer (UX/UI) · Enterprise & Internal Tools

Pretoria, South Africa (UTC+2) · Open to full-time roles: remote, hybrid or on-site

Product design portfolio: www.uxbyanika.com

hello@uxbyanika.com · +27 68 829 2899 · linkedin.com/in/anikagerber

Profile

Product designer for internal tools, configuration platforms and admin portals. Nearly four years designing for Vitality, a global health and rewards programme, with product, business and development teams in the US, UK, Georgia and South Africa. Often the only designer, and the first a team had worked with: turns verbal briefs into written requirements, information architecture and developer-ready designs. Recently earned IBM and Anthropic credentials in enterprise design thinking and AI fluency, plus a coaching diploma focused on behaviour change.

Experience

Professional development (career break)

Nov 2025 – present

Planned study to sharpen user research and prepare to design AI into enterprise tools.

- Earned IBM Enterprise Design Thinking Practitioner and Anthropic AI Fluency: Framework & Foundations (2026); completed a Level 5 Diploma in Health and Wellness Coaching (Health Coaches Academy, 2026): motivational interviewing, stages of change, goal setting and behaviour change models; coached eight clients.
- Brings to the next team: interviews that reach past the first answer, problem statements framed around users, and AI use with a human check on every output.

UX/UI Designer → Product Designer (UX/UI), embedded consultant

Retro Rabbit · Pretoria, South Africa · Jan 2022 – Oct 2025

- Joined this software consultancy full-time as a UX/UI Designer and progressed to Product Designer (UX/UI).
- Placed full-time on client projects for Vitality Global, Vitality US and Sorcery Coffee Roasters; office-based for the first three months, then fully remote.
- Mentored a designer in 2023 and in 2024 through Retro Rabbit's mentorship programme, meeting weekly or monthly to prepare them for onboarding onto client projects.

Configuration Portal · Vitality Global

Mar 2024 – Oct 2025 · team across South Africa and the UK

- First and only designer on an internal portal where teams tailor the member app for more than ten markets; users spend 40–90% of their working day in it, and **every tool I designed was live when I left**.
- Turned verbal briefs into user stories and business requirements documents, confirmed with the business analyst and product owner before design.
- Proposed four-week design cycles (understand, research, explore, design and review), approved by the design lead and Senior Platform Product Manager; met every sprint deadline.
- Designed the portal landing page as one front door, with tools grouped by job, search and recently used tools. Before it, moving between tools meant logging out and back in.
- Rethought the Member Segmentation Manager: a levelled view of categories, segments and rules, with an error list that flags five error types before release.
- Initiated the portal's first user research: 13 internal users gave feedback on the rebuilt Member Segmentation Manager and on the developer-built tools, which shaped the redesign of the rest of the portal (2025).
- Facilitated Figma walkthroughs for developers and maintained the Lexicon component library.

Admin Portal · Vitality US

Aug 2022 – Mar 2024 · product owners in the US, developers in Georgia · two-week sprints

- Sole designer for most of the project as one developer-built portal became two: a Client-Employer Portal and the internal Admin Portal, both rolled out to employer clients and Vitality's internal teams.
- Audited the old portal screen by screen and proposed a new information architecture: seven menu sections became five.
- Designed access for every level of the organisation, from top-level super users to a single team, starting with the most complex access and reusing its steps for simpler roles; **every access flow was built as designed**.
- Wrote requirements and user stories directly with a product owner for each tool, without a business analyst.
- Researched accessibility standards and facilitated a workshop with stakeholders and developers.

Experience (continued)

Care Connecters Portal · Vitality US

Contribution, with the US member-side design team · 2024

- Between projects, while handing over the Admin Portal: researched and designed the dashboard of a portal health coaches use to manage appointments, and a few other features.

Sorcery Coffee Roasters · E-commerce website

UX/UI Designer · May – Jul 2022

- Designed a responsive e-commerce website from scratch for a Pretoria coffee roaster.
- One of three designers presenting in parallel; research-led directions chosen in most rounds, then built and launched.

Internal claims tool · Retro Rabbit

UX/UI Designer · Jan – Mar 2022

- Interviewed employees and designed the claims flow, from submission to approval, as part of a small team.
- Also designed the portal's main dashboard and presented progress to the company founders every week.

Before product design

Freelance Graphic Designer

Self-employed, part time · 2020 – 2021

Print and digital design work while completing graphic design, web design and UX courses through UCT GetSmarter.

Office Supervisor

Tombco, family business, part time · Lichtenburg · 2018 – 2021

Supported the business in various roles alongside teaching and studying.

Educator

Laerskool Lichtenburg · May 2018 – Jun 2019

Planned and taught lessons for intermediate-phase learners, breaking complex ideas into clear, structured steps.

Educator

Curro Academy, Mahikeng · Jan – May 2018

Au pair

Through Nedsa · Overveen, the Netherlands · Jan – Dec 2017

Lived and worked with a Dutch host family for a year, caring for two young children.

Earlier work, while studying

Examination Assistant

North West Department of Education · Dec 2015 and Dec 2016

Au pair

Private family · Potchefstroom · Mar – Dec 2016

Sales Representative

Avon · Potchefstroom · 2016

Telesales Representative

Platinum Life · Potchefstroom · Jan – Nov 2015

Certifications

Enterprise Design Thinking Practitioner · IBM SkillsBuild · 2026

AI Fluency: Framework & Foundations · Anthropic · 2026

User Experience Design and Web Design · University of Cape Town (GetSmarter) · 2020

Graphic Design · University of Cape Town (GetSmarter) · 2019

User Research: Methods and Best Practices · Interaction Design Foundation · 2022

Journey Mapping · Interaction Design Foundation · 2022

Visual Design: The Ultimate Guide · Interaction Design Foundation · 2022

Gestalt Psychology and Web Design: The Ultimate Guide · Interaction Design Foundation · 2022

How to Create Intuitive Products by Imitating Physicality · Interaction Design Foundation · 2022

Dutch for beginners (Nederlands Beginners Plus) · Taalthuis, Haarlem · 2017

Education

Bachelor of Education (BEd), Intermediate and Senior Phase

North-West University, Potchefstroom Campus · 2013 – 2016

A grounding in learning design, instruction and explaining complex ideas clearly.

National Senior Certificate (matric)

BCVO School, Lichtenburg · 2012

Level 5 Diploma in Health and Wellness Coaching

Health Coaches Academy · 2026

Motivational interviewing, stages of change, goal setting and behaviour change models; coached eight clients.

Community

UXSA Conference, Johannesburg · 2024 · Attended, and shared the learnings with my team.

Skills

B2B SaaS · Enterprise UX · Role-based access control (RBAC) · Requirements gathering · User stories · Stakeholder interviews · Post-launch research · Information architecture · User flows · Wireframes and prototyping · Configuration UX · Component libraries · Developer handoff and annotation · Accessibility · Agile delivery (sprints) · Workshop facilitation · Design reviews · Business rules translation · Error prevention and validation · Stakeholder alignment · Systems thinking · Design documentation · Adoption and enablement · Ethical design · Mentoring · DesignOps

Tools

Figma · FigJam · Asana · Microsoft Teams and Loop · Mural · Notion · Claude · ChatGPT · Adobe InDesign and Illustrator

Languages

English

Volunteering and interests

Volunteer health and wellness coach in my community. Hiking, travelling, and hosting friends and family.

References

Available on request. Copies of qualifications and certificates available on request.