



Oriole Bolus

SENIOR PRODUCT DESIGN,
USER EXPERIENCE &
DESIGN THINKING
SPECIALIST

- Oriole Bolus
- orioleb@gmail.com
- Cape Town
- Contract
- +27 844571153
- www.ideaflowstudio.design New
- Password protected projects
CODE: 840926

Oriole is a creative and resourceful professional, with more than 10 years of experience in the Design industry. He has managed, designed and carried out numerous new product development and customer experience projects. Bringing his expert knowledge and in-depth practice as a conceptual and technical designer to complex information technology challenges. These type of projects generally require agile product management and tactile user experience methodologies in favour of successful business ROI or high-impact outcomes.

- Creative and strategic lead
- Skillfull in visual communication
- Proactive & independent
- Collaborative & Iterative mindset
- Competent time and project management skills
- Figma specialist
- Fluent in English

Skills

Specialisation

Product/UX/UI

- Business requirements
- Ideation
- Workshops
- User flows
- Design research methods
- Information architecture
- Journey maps
- UI
- Jobs to be done
- Insights and need-finding
- Design systems
- Figma prototyping
- CX design
- Mobile web app

Software

- Design and prototyping
- Figma, Adobe Suite , Invision
- Workshop, Ideation, flows, journeys
- Figma, Miro, Lucid Chart
- Productivity
- Notion, Linear, Atlassian, Google suite
- Research
- Maze, Dovetail

Key education achievements

- 2014
Aalto University Finland
Completion of the User centered Design for Innovative Services and Applications (UFISA) Masters exchange
- 2017
Cape Peninsula University of Technology
Graduation of a Master of Industrial Design with Cum Laude
- 2018
UCT Hasso Plattner Dschool
Certified design thinking coach training completion

Education overview

- 2014 - 2016
M Tech Industrial Design (NQF 9) – Cum Laude
Faculty of Informatics and Design, Cape Peninsula University of Technology
- 2014
User-centered Design for Innovative Services and Applications (UFISA) - Masters Exchange
Art, Architecture and Design faculty, Aalto University
- 2007 - 2010
B Tech: Industrial Design (NQF 8)
Faculty of Informatics and Design, Cape Peninsula University of Technology
- 2006
Foundation Art and Design course
Faculty of Informatics and Design, Cape Peninsula University of Technology

Key recent projects

- 2023
Open Access Energy
Energypro - Private energy wheeling web application
Startup phase
[More about company](#)
- 2022
Standard Bank
Open MyMoBiz Business Account online
[See public site](#)
- 2022
Employee remote working management app
Concept phase
- 2021- 2022
SBV
SBV Connect B2B web application
Internal B2B project
[More about company](#)
- 2021
Dial a bed
Digital to store customer journey map and ideation
Internal project
[More about company](#)
- 2020- 2021
Nedbank
Nedbank consumer facing site rebrand and new ecommerce experience
[See public site](#)

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Work experience

- Jan 2023 - Aug 2023
UX Design Consultant
Ideaflow Studio
Freelance
Responsibilities and activities
 - Clearly and effectively communicating design processes, ideas, and solutions to teams and clients
 - Consulting on product development and user-centered design (UCD) methodologies, planning and conducting user research, user testing, rapid prototyping, heuristic analysis and usability concerns.
 - Facilitating visual problem solving and business strategy workshops with the team to define business requirements and approach forward
 - Build seamless customer journeys and desirable user experiences, using methods such as, storyboarding, service blueprints, Information architecture design, , user journey maps, wire-framing ect
 - Conducting formative and evaluative user research to deliver actionable insights
 - Implementing UX analysis workshops, mapping recommendations and UX ideation for key areas of improvement or product design
 - Defining flows, sketching wireframes and building prototypes
- Jan 2023 - Aug 2023
Senior Product Designer
Open Access Energy
Full-time permanent
Responsibilities and activities
 - Owning every aspect of product design, from solving the core user challenges to shipping a well-tested and define UI
 - Problem solving and focussing on the user goals, while maintaining product management
 - Creating and testing rough prototypes early in the design process to create confidence in solutions
 - Designing high-fidelity UI and UX specs to clearly communicate requirements to your team's product owners and engineers
 - Working closely with engineers to build components and a new design system
 - Contributing to and helping make high-level user focused strategic decisions with the rest of the product team
 - Leading the design team, facilitating the prioritisation of issues and sprints
 - Contribute design thinking skills to other areas of the platform (team onboarding, marketing, customer success, etc.)
- Aug 2022 — Dec 2022
Senior User Experience Designer
Immersion UX
Full-time contract
Responsibilities and activities
 - Leading, planning and undertaking UX Research
 - Facilitating business requirements workshops
 - UX Design, wire-framing and complex functional prototyping
 - UI design for deve implementation
 - Workflow and project strategy planning and execution
 - Figma workflow and design system transition
 - Working closely with design lead, Product Owners, UX Analysts, Feature analysts, UX/content Writers, Product Owners, Compliance ect.
- May 2022 - Aug 2022
Senior Product Designer
The Delta
Freelance
Responsibilities and activities
 - Plan, design and prepare moderated user testing guidelines
 - Workshopping the product goals with the client and defining what we want to learn from the research
 - Implementing moderated user testing, synthesis of data and compiling the findings
 - Redefining the product value proposition and developing the strategy going forward from the testing results
 - Outlining recommendations for further product development
 - Translating research into IA, user flows and low-fidelity wireframes
- May 2021 - April 2022
Senior User Experience Designer
Tiltshift consulting
Full-time permanent
Responsibilities and activities
 - Designing a B2B portal/web application on the basis of BPM software for task management and financial services
 - Design ownership of the CX Journeys, Wire-flows, Information Architecture, Low-medium-high fidelity Wireframes, and UI
 - Running co-creation workshops with the client to align on the business requirements and gain insights into the product needs
 - Working with the product lead to define the business objectives, to have clearly defined scoping
 - Planning, designing and conducting user research in the exploratory phase of the project
 - Defining the profiles, jobs to be done, high level tasks, activities and interactions, while considering positive and negative flows
 - Developing the design system, while designing the interfaces in UI and prototyping these with users to get feedback
 - Owning pieces of work within the workstream and leading product owners, mid-level and junior designers to help implement aspects of that piece of work
 - Doing inspirational and competitor analysis for new components and best practices within industry
 - Planning sprints and higher level methodology to guide user-centered design practices and agile workflows
 - Assisting with product strategy, to define planning of realistic deliverables depending on timelines, feasibility and human resource capacity
- March 2021 - April 2021
CX/UX Lead
VMLY&R
Full-time permanent
Responsibilities and activities
 - Planning, designing and conducting user research in the context of e-commerce and retail customer journeys (from developing customer recruitment briefs, interview guides, through to research moderation and analysis and reporting)
 - Communicating insight from research methods such as affinity mapping and thematic analysis to create a compelling narrative of the customer journeys and enhance our team and client's understanding of the users/ customers needs and context
 - Ensuring the user insights are aligned to the customer journey and flows
 - Ideating and designing a to-be customer journey
- July 2020 - Feb 2021
Senior User Experience Designer
Foolproof
Full-time contract
Responsibilities and activities
 - Plan, design and conduct formative and evaluative research in the context of finance services (from developing customer recruitment briefs, through to research moderation, analysis and reporting) to ensure user needs are fully understood
 - Plan, design and conduct quant research e.g surveys, card sorting, tree tests etc.
 - Clearly and confidently communicating insight from research using a number of formats (e.g. journey maps, personas, low-high fidelity wireframes)) to create a compelling narrative and enhance our team and client's understanding of their users to design better experiences
 - Being a valuable member of multidisciplinary teams by acting as the voice of the customer and ensuring user insight is used to shape every aspect of the product or service we are creating
 - Providing direction and strategy for our clients, balancing the needs of the business and those of their customers
 - Prototyping every aspect of the solution to ensure continuous feedback and iterative development

[See LinkedIn for all work experience](#)

References

Andrew Aitchison

Director at A11 Agency (Client)

- andrew@a11.works
- +27 74 554 3901

Jeremy Kistem

Head of Operations and Strategic Partnerships

- jeremy@immersion-group.com
- +27 84 653 7369

Chris Vermeulen

Head of Foolproof SA

- +27 84 800 0800

Attie Lotz

Independent Consultant at DYDX

- attie@dydx.digital
- +27 67 795 5657

Mugendi M'Rithaa

M Tech supervising professor at CPUT

- MugendiM@gmail.com
- +27 72 655 87 27

Nicholas Rixon

COO at Open Access Energy

- nicholas@openaccess.energy
- +27 82 057 0431

Jacqui Maroun

Chief Experience Officer at VMLY&R

- +27 83 257 8369

Ben Maxwell

Product lead

- ben@tiltshift.co.za
- +27 83 291 3833

Rob Kellas

Programme manager at the UCT dschool

- +27 78 344 6451

Jaako Kolhi

Student Services- Aalto University Finland

- jaako.kolhi@aalto.fi