

Edina Gardos

- **Date of birth:** 11/03/1975 ● **Address:** Graaff Avenue 68, Cape Town 7441, South Africa
- **Phone number:** +27-765-087-197 ● **Email address:** edina@justpointblank.com
- **Web:** www.justpointblank.com ● **Portfolio:** www.edinagardos.co.za

Profile

Highly skilled UX Designer with 5+ years of experience in creating intuitive and user-friendly interfaces. Adept at conducting user research, wireframing, and prototyping to deliver exceptional user experiences. Strong team management and project management abilities, with a keen understanding of digital strategy and marketing. Seeking a thrilling opportunity as a UX designer to unleash my extensive skill set and contribute to innovative design solutions.

Languages

English

Hungarian

Work Experience

02/2022 – present
Cape Town, South Africa

Associate Partner - South Africa **Manektech**

- Developed and executed strategic business plans to drive revenue growth and market expansion, resulting in a 40% increase in sales and a 25% increase in market share within the South African market.
- Identified and cultivated strategic partnerships with key stakeholders and industry leaders, fostering collaborative relationships that led to new business opportunities and an increase in client acquisition.

04/2019 – present
Cape Town, South Africa

Senior UX designer **Just Pointblank**

- Conducted extensive user research, including user interviews, usability testing, and persona development, to inform design decisions and ensure products meet user needs and expectations.
- Collaborated closely with product managers and developers to translate business requirements into intuitive and visually appealing user interfaces, ensuring a seamless and delightful user experience.
- Created wireframes, prototypes, and interactive mock-ups to communicate design ideas and gather feedback from stakeholders, resulting in faster iteration cycles and improved product usability.

02/2011 – present
Cape Town, South Africa

Creative director **Just Pointblank**

- Managed and mentored a team of graphic designers, website developers, software engineers, copywriters, and animators to create compelling visual content for digital and print campaigns.
- Collaborated with cross-functional teams to conceptualize and produce captivating multimedia projects, including videos, animations, and interactive websites.
- Managed and maintained relationships with clients, providing strategic guidance and delivering high-quality creative solutions that consistently exceeded expectations, resulting in a 90% client retention rate.

My Skills

Figma	Adobe XD	Brand Development	SEO
Digital Strategy	Art Direction	Project Management	Marketing

My Strengths

adaptable creative analytical problem-solving collaborative empathetic user-focused
detail-oriented responsible consistently meeting deadlines resourceful

Education

2022

UX design | Professional UX design Certificate **Google**

- Developed interactive wireframes and prototypes, utilizing industry-standard design tools such as Adobe XD and Figma to effectively communicate user interface concepts and gather user feedback.
- Conducted user research studies, including usability testing and user interviews, to identify pain points and inform design decisions.
- Demonstrated proficiency in user-centered design principles by successfully redesigning an existing website, incorporating user feedback and iterative design processes to deliver an optimized user interface.
- Completed a comprehensive capstone project, designing and prototyping a user-centered e-commerce platform, which received positive feedback from both instructors and industry professionals.

2008 – 2010

Interior Design | Diploma **Institute of Interior Design**

- Developed a comprehensive understanding of design principles and techniques through coursework in color theory, space planning, and material selection.
- Presentation skills by effectively conveying design concepts and ideas to clients and classmates during studio critiques and presentations.
- Proficiently prepared highly-detailed and precise working drawings, designs, plans, models, and schemes, utilizing advanced computer-aided design (CAD) software.
- Produced visually stunning 3D renderings, showcasing the project's potential and aiding in client visualization.
- Created intricate designs and selected premium materials to execute refined and customized interior projects.

Certificates

03/2023

UX Management Strategy and Tactics **The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/8b447a82-8174-4c56-aa70-08d1b063230a>

This certification has equipped me with comprehensive knowledge and skills in overseeing and implementing effective UX strategies and tactics. With a strong foundation in UX management, I am well-prepared to drive successful user-centered design initiatives and deliver outstanding user experiences.

03/2023

**Agile Methods for UX design
The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/3c2b77ca-9489-4dd1-b0be-d79dda747ec1>

This certification demonstrates my expertise in implementing Agile methodologies specifically for user experience design projects. It signifies my ability to effectively collaborate with cross-functional teams, prioritize tasks, and deliver high-quality UX solutions in an agile environment.

03/2023

**Conducting usability testing
The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/9d926d47-6cc9-439c-9555-1ec05c934c08>

This certification validates proficiency in identifying usability issues, understanding user behavior, and applying industry best practices to improve user experience and inform design decisions.

**Design for the 21st Century with Don Norman
The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/192c8625-1d22-4ab6-a323-3c3ceb0bdb3c>

This certification attests to my proficiency in modern design principles and methodologies, as endorsed by the renowned authority in interaction design, Don Norman.

08/2023

**Design for a better World with Don Norman
The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/d11dd2ca-1cc1-4136-a5e3-3160c38f3ae8>

This certification has provided me with a comprehensive understanding of designing for positive social impact and sustainability. I have gained valuable knowledge and skills to create user-centered designs that contribute to making the world a better place.

09/2023

**Emotional Design - How to make products people will love
The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/678248d4-e624-4be0-989d-d27e38258c0a>

Through this certification, I have gained valuable insights into understanding user needs, preferences, and emotions, enabling me to design products that will be loved by users.

09/2023

**Journey Mapping
The Interaction Design Foundation**

<https://www.interaction-design.org/members/edina-gardos/certificate/course/4ed30e46-9aa4-4efc-a7e7-fff78a2421d6>

This certification showcases my expertise in visualizing customer journeys and identifying pain points, enabling me to make informed decisions that optimize user experiences.

07/2023

**African Excellence Award for Best UX and UI design Agency
MEA Markets (Middle East and Africa)**

<https://www.mea-markets.com/winners/just-pointblank/>

MEA Markets is a quarterly publication recognizing exceptional companies and individuals across the entire Middle East & Africa region.

Awards

12/2022

Technology Innovator Award Innovation in Business

<https://www.innovationinbusiness.com/winners/just-pointblank/>

Established Innovation in Business as a leading platform for showcasing cutting-edge technological advancements and inspiring creativity in the corporate world.

Hobbies



Exploring new cultures



Counting laps in the pool



Capturing moments



Braving the ocean

Charitable Engagement

Making a difference through giving back and volunteering

Swimming for a cause has always been a passion of mine, and I am proud to have had the opportunity to contribute to meaningful change through my involvement with Movement 4 Improvement's global fundraising initiative. As part of this incredible endeavor, I dedicated my time and efforts to swimming 100 kilometers for the benefit of the Vrygrond community. This experience not only allowed me to showcase my determination and resilience as a swimmer but also highlighted my commitment to making a positive difference in the world.