



Arnold Petersen

Product Designer

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<https://arnoldpetersen.com>

Pretoria, South Africa

Experience

Mar 2021 – Current
Remote

Head of UX Design | Teraflow.AI

- ✓ I have designed and developed a range of **Machine Learning** and **Artificial Intelligence (AI)-powered** applications for Teraflow's clients, including the Kulula App for ComAir, the Livetec Biosecurity System, and various financial and insurance applications. My focus has been on integrating AI, creating digital products, and fostering **behavior change** within these solutions.

Oct 2017 – Feb 2021
Johannesburg
South Africa

Head of UX Design | Barclays Africa (Absa Bank)

- ✓ I led the design, and launch of the Absa Rewards app across **mobile and web platforms**, as well as the Decision Tool App, an AI-driven customer needs analysis app. Additionally, I was responsible for the design of the Personal Finance Manager app and the credit and investment products, which collectively enhanced new account sales by 33%.

Dec 2016 – Sep 2017
Pretoria
South Africa

UX Design Team Lead | Momentum Insurance

- ✓ I spearheaded the design of our company's Robo Advice app, an **innovative AI-driven** advisory service that recommends the best-fit insurance and investment products. I worked with **cross-functional teams**, emphasizing **user-centered design** principles. conducting user studies, performing competitive analysis, and developing high-fidelity **wireframes and prototypes**.
- ✓ I spearheaded the design of an advanced **chatbot** for a cutting-edge insurance and investment platform, breaking new ground in **conversational design**. I developed a chatbot that adeptly steers users towards their most suitable investment opportunities. As the team lead, I was vigilant in my pursuit of a user-friendly and **impactful final product**.

Continues
Experience

Apr 2013 – Nov 2016

Johannesburg
South Africa

Senior UX Designer | Nedbank

- ✓ I led the design of a groundbreaking iPad app for Nedbank's Corporate & Investment Banking division, transforming the account opening process from 7 days to a **seamless digital experience**. After conducting user **interviews** and **research**, collaborating with the development & business teams, I designed a series of well-structured wireframes and high-fidelity **prototypes**, resulting in an outstanding app that exceeded expectations.

Jun 2009 – Mar 2013

Cape Town
South Africa

Front end developer & UX designer | MF Holdings

- ✓ I've designed a range of **web applications**, from property **portals** to **CRM** systems. My expertise in search engine optimization (SEO) has given me a unique understanding of how to craft content that resonates with users. This insight enables me to go **beyond design**, creating business systems that seamlessly meet **user needs**. This rare combination of skills sets me apart and provides a distinctive advantage in delivering effective solutions.

Aug 2004 – May 2009

Cape Town
South Africa

Web Designer | Fusion Properties

- ✓ As part of my role, I was entrusted with designing a **suite of digital solutions** for Fusion Group, a prominent property development firm. My responsibilities encompassed the creation of a **user-friendly** property portal, an engaging **e-commerce platform**, and a variety of integrated online property management systems.

Summary

Experience

What the recorded experience fails to capture is my professional history is the incremental wisdom I've gained over the past fifteen years, through the privilege of working alongside and learning from incredible individuals within everything from small teams to expansive, global organizations.

Please check my online CV/Profile/Portfolio, links to projects and complete case studies. **LINK:** <https://arnoldpetersen.com>

Education

2018



Human Factor Engineering | University of Michigan – USA

Anywhere there is a person using a system, human factors engineering concepts inevitably apply. Computer system is made by human for human so **human cognition and psychology** is absolutely essential to modern day user experience design.

2004



Diploma in web engineering | Softech Institute – Cape Town

Completed a diploma in web engineering with focus on web development tools including HTML, JavaScript, PHP, MySQL and Dot Net. I practice these web languages till late 2009 and still take advantage of the coding skills to create complex experience design interactions.

1990



GCSE A-Level | Sijil Am Pelajaran – Singapore

Cambridge IGCSE is international qualification with 3 subject strait A score. Subjects: mathematics, physics, chemistry.

1988



GCSE O-Level | Sijil Am Pelajaran – Singapore

Cambridge IGCSE is international qualification with 8 subject average A score. Subjects included: math, additional mathematics, physics, chemistry, biology, English & Portuguese.

Skills

User-Centered Design

- ✓ Diagramming User Workflows
- ✓ Facilitating Workshops
- ✓ Sketching & Storyboarding
- ✓ Rapid Prototyping
- ✓ Wireframes and Mock-Ups
- ✓ Mobile & Web UI Design
- ✓ Material Design
- ✓ Style Guidelines
- ✓ Specifications Documents
- ✓ Conversational Interface Design

Design Tools

- ✓ Figma
- ✓ Axure RP
- ✓ Sketch
- ✓ Invision
- ✓ FlutterFlow
- ✓ Framer
- ✓ Webflow
- ✓ Adalo
- ✓ Draftbit
- ✓ WeWeb

Research Tools

- ✓ Contextual Inquiry
- ✓ Interviewing
- ✓ Card Sorting
- ✓ Journey Mapping
- ✓ Usability Testing
- ✓ Heuristic Evaluation