

# MONIQUE GROBLER



## PRODUCT DESIGNER & PHOTOGRAPHER

Hi there,

My name is Monique Grobler, and I am the founder of Elysian, a design studio driven by purpose, creativity, and a commitment to delivering user-first digital experiences. With over four years of hands-on experience as a Product Designer, I've had the opportunity to design across diverse sectors—including medical platforms, construction, SaaS solutions, and fleet management systems.

I specialize in crafting intuitive mobile and web applications through thoughtful UX and pixel-perfect UI design. I've worked with both startup teams and corporate environments, helping shape everything from user research and task flows to high-fidelity prototypes and design systems. My recent work has included leading design for AssetShare, a Google-recognized startup, where I helped secure over R3.5M in funding through design-led storytelling and product innovation.

Beyond product design, my passion extends into branding and visual storytelling. Whether it's building visual identities, creating investor-ready pitch decks, or producing photography that captures brand essence—I bring a holistic, creative approach to every project I take on.

I'm always eager to collaborate with teams who value user-centered thinking, innovative problem solving, and purposeful design. If you're looking for someone who can bring both strategy and creativity to the table, I'd love the opportunity to connect.

Thank you for considering my application. I look forward to hearing more about your vision and how I can help bring it to life.

Warm regards,

*Monique Grobler*

# MONIQUE GROBLER

## ABOUT

A multidisciplinary Product Designer with 4+ years of experience in UI/UX, branding, and product strategy. I've worked across industries including SaaS, construction, and healthcare—designing solutions that are both user-driven and business-aligned. I'm the founder of Elysian, a creative studio where I merge my love for clean design, brand identity, and visual storytelling to help businesses grow and connect with their users in meaningful ways.

## WORK EXPERIENCE

### INTERMEDIATE PRODUCT DESIGNER ( UI & UX )

1Nebula | Cape Town | 2023 - Current

Creative and detail-oriented Product Designer with a strong focus on mobile applications and SaaS product design. Experienced in end-to-end UI/UX design, client documentation, and building scalable design systems. Skilled in cross-functional collaboration, QA support, and delivering consistent visual design solutions for both local and international clients.

#### Key Responsibilities & Achievements

At 1Nebula, I design intuitive mobile interfaces and SaaS solutions for local and international clients. I lead the creation of end-to-end design briefs—including brand guidelines, personas, moodboards, site maps, and competitive research—that align stakeholders and guide product development. I've designed UI for fleet management solutions, company websites, and supported developers through QA. My work on the Engen Fleet Solutions UI/UX directly influenced the success of BTCorp, while my iconography for Engen 1App brought life to internal competitions. I also contributed to data-driven visual reporting for Energiemissie and supported AWS integrations for the SaaS product Stactize.

### JUNIOR UI/UX DESIGNER

1Nebula | Cape Town | 2021 - 2023

Versatile Junior UI/UX Designer with a passion for user-centered design and a strong foundation in both web and application interfaces. Delivered visual and functional design solutions across various products and industries, contributing to brand consistency, usability, and engaging user experiences.

## **Key Responsibilities & Achievements**

As a Junior UI/UX Designer, I contributed to user flows and interface design for platforms like Engen, Sasol, Trenton, OneView, and Stactize. I worked on responsive website designs for Stactize and 1Nebula, and delivered branding solutions and email templates for multiple platforms. I also produced high-quality style guides, illustrations, company profiles, and in-house photography. I helped shape consistent design systems that elevated brand identities and improved user engagement across platforms, while ensuring visual cohesion across digital and print materials.

## **LEAD UI/UX DESIGNER**

AssetShare | Pretoria | 2022 – Present

Founding Lead UI/UX Designer at an innovative tech startup, AssetShare, which recently secured R3.5M in funding and recognition from Google. Responsible for building the product design function from the ground up — from market research and product UX to brand identity and marketing design. Played a pivotal role in shaping the user experience, visual identity, and digital presence of the platform from inception to scale.

## **Key Responsibilities & Achievements**

As the founding designer of AssetShare—a Google-recognized and funded startup—I've led all design efforts from day one. I conducted extensive user and market research to inform the product's direction, created detailed personas and user journeys, and designed the entire UI/UX for the platform and supporting website. I built the brand identity from the ground up, including pitch decks, email signatures, business cards, and marketing assets for social platforms like LinkedIn, Instagram, and Facebook. My design leadership helped secure R3.5M in funding, and my cross-functional collaboration with developers and founders ensured the successful launch and growth of the platform.

## **CONTENT CREATOR & UI DESIGNER**

Elysian | Cape Town | 2013 – Present

Founder of Elysian, a creative studio offering UI/UX design, branding, and content creation since 2013. With a focus on digital design and visual storytelling, I craft impactful solutions for businesses—from websites and apps to photography and print media—ensuring consistent, high-quality brand presence across every touchpoint.

## **Key Responsibilities & Achievements**

As the founder and creative force behind Elysian, I provide full-spectrum design and content services to clients across industries. I've led UI/UX design for a variety of platforms, including a medical platform for dental practitioners, where I shaped the entire user journey and interface. My work spans from responsive WordPress websites to company branding, social media campaigns, and custom illustrations. I also offer event, food, and lifestyle photography, enabling clients to maintain cohesive visual identities across digital and print. From logos and business cards to stickers, pitch decks, and large-format banners, I bring brands to life with purpose-driven design and storytelling.

## REFERENCES

### LETCHEN DU PLESSIS

Current Manager | 1Nebula  
079 030 8780

### DR. TUMELO MATLALA

Head of Strategy | AssetShare  
079 505 8330

### ISABEAU DURIE-GREEN

Former Manager | 1Nebula  
061 947 7129

## EDUCATION & CERTIFICATIONS

AI Empowerment for Teams | Vjal Institute | **2024**

Figma Megacourse: UI/UX Design Beginner to Expert | Udemy | **2024**

Dale Carnegie | **2023**

UI Design Patterns for Successful Software Interaction Design | **2022**

BA in Interaction Design Cape Town Creative Academy | **2018 - 2020**

Setting up a website The Photography Institute | **2018**

Desktop Publishing & Design Vega, Cape Town | **2016**

ADV Food Photography The Photography Institute | **2017**

Recreational Divemaster Coral Divers | **2015 - 2016**

Diploma in Photography The Photography Institute | **2014 - 2015**

## SKILLS

### Adobe Suite

- Photoshop
- Illustrator
- XD
- Lightroom
- InDesign
- After Effects
- Premier Pro

### Social Media Marketing

- Facebook
- Instagram
- LinkedIn

### Microsoft

- Word
- Excel
- Power Point

### Sketch

- Figma
- WordPress
- Hubspot
- MailChimp
- Canva

## LANGUAGES

English  
Afrikaans

## INTERESTS



READING



OUTDOORS  
& FITNESS



TRAVELLING  
& CULTURE



PHOTOGRAPHY



EXOTIC  
INDOOR  
PLANTS



SCUBA  
DIVING