MONIQUE GROBLER



PRODUCT DESIGNER | UI/UX DESIGNER

ABOUT

Product Designer with 5+ years of professional experience designing intuitive digital products across SaaS, healthcare, construction, fleet management and startup environments. Experienced across the full product design process, from user research, personas and user flows through to wireframing, high-fidelity UI, prototyping, design systems and developer collaboration. Strong in translating complex requirements into clear, user-focused digital experiences while balancing usability, visual quality and business goals. Increasingly focused on AI-assisted design and development, using tools such as Claude and Microsoft Copilot alongside Figma and Visual Studio to accelerate prototyping, problem-solving and front-end refinement.

WORK EXPERIENCE

INTERMEDIATE PRODUCT DESIGNER (UI & UX)

1Nebula | Cape Town | 2023 - Current

- Design end-to-end mobile and SaaS product experiences for local and international clients, translating business requirements into intuitive and visually consistent digital solutions.
- Develop comprehensive design briefs incorporating brand guidelines, personas, moodboards, site maps, competitive research and user flows to align stakeholders and guide product development.
- Design interfaces for complex platforms, including fleet management solutions, SaaS products and corporate websites.
- Collaborate closely with developers throughout implementation, providing design support and conducting QA to ensure the final product reflects the intended user experience and visual design.
- Contribute to scalable design systems, iconography, visual reporting and data-driven interface design across multiple products.
- Supported the development of SaaS solutions involving AWS integrations, working alongside technical teams to translate product requirements into effective user interfaces.
- Use AI-assisted workflows to improve design and development efficiency, including Microsoft Copilot in Visual Studio for CSS updates, troubleshooting and front-end UI refinement.

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UI / UX DESIGNER

1Nebula | Cape Town | 2021 – 2023

- Contributed to user flows, wireframes and interface design across a range of digital products and platforms, translating project requirements into intuitive user experiences.
- Designed responsive website experiences for clients and internal projects, focusing on usability, visual consistency and responsive layouts.
- Developed UI designs and supporting visual assets in collaboration with senior designers, developers and internal stakeholders.
- Created and maintained style guides to establish consistent visual systems across digital products and brand touchpoints.
- Produced branding solutions, email templates, illustrations and company profiles for a range of digital and print applications.
- Contributed to the development of scalable design systems and cohesive visual identities across multiple digital products and brand touchpoints.
- Supported in-house photography and visual content creation to strengthen brand communication and maintain visual consistency.

FOUNDING LEAD UI/UX DESIGNER (FREELANCING)

AssetShare | Pretoria | 2022 – Present

- Led the product design function from inception, shaping the UX, UI and visual identity of the technology startup.
- Conducted market and user research to inform product direction, creating personas, user journeys, user flows and interface designs for the platform and supporting website.
- Designed the complete UI/UX experience for the platform, translating complex product requirements into intuitive and user-focused digital experiences.
- Established the brand identity from the ground up, including pitch decks, email signatures, business cards and marketing assets across LinkedIn, Instagram and Facebook.
- Collaborated directly with founders and developers to translate business requirements into scalable product and brand experiences.
- Led design efforts across the product's digital presence, ensuring consistency between the platform, website and supporting marketing materials.
- Contributed to design-led storytelling and product innovation that supported the startup in securing R3.5M in funding and gaining recognition from Google.

FOUNDER & DESIGNER (FREELANCING)

Elysian | Cape Town | 2013 – Present

- Provide freelance UI/UX, digital design and branding services to clients across a range of industries.
- Design responsive websites, digital products, brand identities and marketing assets from initial concept through to final delivery.
- Work directly with clients to understand business requirements, develop design concepts and deliver cohesive visual and digital experiences.
- Create supporting brand materials including logos, business cards, stickers, pitch decks, social media assets and large-format marketing collateral.
- Apply visual storytelling and photography across digital and print touchpoints to help clients establish cohesive brand identities.
- Manage projects independently from initial brief and creative direction through to final design and delivery.

Portfolio
www.elysian-portfolio.com

1 August 1995

SKILLS

AI-ASSISTED DESIGN & DEVELOPMENT

- Claude
- Microsoft Copilot
- ChatGPT
- AI-assisted prototyping
- AI-assisted front-end refinement
- Prompt-driven workflows

DESIGN & PROTOTYPING

- Figma
- Adobe Creative Suite
- Sketch
- Prototyping
- Design systems
- UI/UX
- Responsive design

WEB & DEVELOPMENT

- Visual Studio
- Visual Studio Code
- WordPress
- CSS

EDUCATION

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

CERTIFICATIONS & COURSES

Azure Fundementals | **Currently Studying**
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**
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**

REFRENCES

LETCHEN DU PLESSIS

Former Manager | 1Nebula
079 030 8780

DR. TUMELO MATLALA

Head of Strategy | AssetShare
079 505 8330

ISABEAU DURIE-GREEN

Former Manager | 1Nebula
061 947 7129