

LIEZE JACKSON

SENIOR PRODUCT DESIGNER



PERSONAL DETAILS



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Centurion, Gauteng, South Africa UTC+2



Fully remote, experienced •

Notice: 1 calendar month •

English • Afrikaans •

COMPLEX SAAS PRODUCTS • DESIGN SYSTEMS • PRODUCT STRATEGY • DISCOVERY TO DELIVERY

PROFILE

Product designer with 12 years in the field, four of them as the only designer on a multi-channel marketing platform that professional teams depend on daily. The product covers email, SMS, WhatsApp, automation and forms, so most of my work is simplifying high-frequency, business-critical workflows that customers run every day.

I typically stay involved from the first conversation through design QA, working closely with Product and Engineering until the feature is ready to ship.

Discovery, research and information architecture come first, then the design system, the feature design, the engineering handoff and the testing before anything ships. I'm at my best when a problem isn't clearly defined yet. I enjoy working with Product and Engineering to figure out what's actually worth solving before opening Figma.

Product and engineering are my closest collaborators, and I treat documentation as part of the design: briefs, decision records and implementation notes that keep an async team.

EDUCATION

- 2015 • **User Experience Design / UX / UI**
University of Capetown & Get Smarter
Online Short Course Certificate
- 2012 • **BA Creative Brand Communication**
AAA School of Advertising
- 2010 • **BA Information Design**
University of Pretoria

<https://www.linkedin.com/in/liezejackson/>

CORE SKILLS

Product Discovery

Prototyping

Design Systems

Design QA

Information Architecture

UX Research

UX Validation

Interaction Design

SELECTED HIGHLIGHTS

- **Sole designer on Everlytic NXT**, the full redesign of a five-channel marketing platform.
- **Shape product direction** with product, engineering and leadership: defining problems, prioritising the roadmap and balancing user needs against technical constraints.
- **Own the whole design process**: discovery, research, information architecture, design, engineering handoff and pre-release testing.
- **Built and maintain a design system** of 60-plus reusable components, now the shared reference for both design and engineering.
- **Treat documentation as a deliverable**: design briefs, acceptance criteria, implementation notes and design QA an async team can build from without me.
- **Set up pre-release UX validation** with success criteria defined up front and findings triaged by severity, catching usability problems before they reach customers.
- **Use AI to accelerate** research synthesis, prototyping and documentation, while product decisions, design quality and final judgement stay firmly human.

TOOLS

Figma

Jira · Confluence

FigJam

HTML · CSS · JS

AI-assisted workflows

Design-to-code

WAYS OF WORKING

Async & Remote

Written Documentation

Engineering Collaboration

Agile · Scrum

Cross-functional Delivery

HOW I WORK

- **Remote for four years.** Most decisions live in writing, so the team keeps moving without waiting on me.
- **AI in the daily loop** for research synthesis, quick prototypes and first-draft docs. Final design decisions stay with me.
- **Prototype in real code** (HTML, CSS, JS), which keeps handoff close to what engineering builds.

RECOGNITION

- **Platform Pioneer.** ACA Awards 2026, presented by the CEO, for standout contribution to the Everlytic NXT redesign.
- **The Blueprint Award.** ACA Awards 2026, for taking initiatives from zero to working.
- **Student Gold Pack Award.** Institute of Packaging SA, 2013.
- **WorldStar Student recognition.** World Packaging Organisation, 2013.

COURSES · LINKEDIN LEARNING

- **Figma: Teams, Stakeholders & Design Reviews** · 2023
- **Agile Project Management with Jira Cloud: Advanced Topics** · 2023
- **Managing Virtual Teams** · 2023

2022
-
Present

SENIOR UX/UI DESIGNER

Everlytic · Full-time · Remote · South Africa

Everlytic is a South African marketing automation platform. As the sole Product Designer, I own projects from early discovery to release, working with Product, Engineering, Support and leadership to define problems, prioritise the roadmap, make trade-offs and validate outcomes, shaping product direction, not just screens. I came in with no design system, no process and no standards to inherit, and I've run the design practice since, across every product feature, the public website and the knowledgebase. Right now I'm leading Everlytic NXT, the full redesign of the platform.

• DISCOVERY & RESEARCH

Audited existing workflows, reviewed recurring support issues and ran research sessions with stakeholders to separate assumptions from genuine user problems before prioritising any redesign work.

Decided what to fix first from the research, not instinct, then measured every redesign against goals set up front, not against opinion.

Much of the work was translation, turning a vague business ask into a problem the team could agree on before anyone opened Figma.

Worked alongside front-end engineers during the build, weighing design intent against real technical constraints to land something practical and well made.

Made scope calls constantly as the sole designer: what to design now, what to defer, and where to simplify without making the product weaker.

Wrote design briefs and decision notes so Product and Engineering shared the same problem definition and acceptance criteria before build began.

• INFORMATION ARCHITECTURE & DESIGN SYSTEM

Set the navigation and information architecture for all five channels. Those structural calls shaped every feature that came afterwards.

Built the design system and still maintain it: more than 60 reusable components, each documented with implementation notes so engineers can build correctly without needing me for every decision.

VALIDATION, RELEASE & CONTINUOUS IMPROVEMENT

Introduced a structured soft-launch programme with feature-specific feedback forms, UX validation sessions and design QA. I define success criteria and acceptance criteria up front, then triage findings by severity and release readiness, which has caught several serious problems before they reached customers.

Wrote the design QA and delivery process the team works from today, clear enough to run without me explaining it.

Presented the design process and its results to the whole company and to executive leadership, including the CEO and CTO, at the annual review.

• FEATURE DESIGN & ENGINEERING COLLABORATION

Owned major features from discovery to release, including multi-step form builders, domain management, role-based access control, split testing and transactional messaging. Each one started from a clearly defined problem, not a screen.

2020 - 2022 **VISUAL COMMUNICATION SPECIALIST****Menar** · Full-time · Rehired at senior level after a direct approach

Owned UX improvements for a large, content-heavy corporate website in the mining sector. The hard part was making dense technical and regulatory information readable for non-specialists, so it was a problem of structure and clarity more than visual design.

- Rebuilt the navigation and content hierarchy after pinpointing where people got lost in a genuinely complex information space.
- Brought user-centred practice into a team that had worked from brand and marketing instinct alone until then.

2019 - 2021 **SENIOR CREATIVE****Kustodian Brand Consultancy** · Full-time

Led brand and digital projects for several clients at once and mentored junior designers. This was the job that made me start treating design as one connected system rather than a stack of separate deliverables.

2018 - 2019 **SENIOR GRAPHIC & DIGITAL DESIGNER****CBR Marketing** · Full-time

Delivered design for many client accounts at the same time. It taught me to manage competing priorities and to communicate clearly between teams, and both fed straight into product work later on.

EARLIER CAREER

2017 - 2018 **GRAPHIC & DIGITAL DESIGNER****Menar** · Full-time2016 - 2017 **GRAPHIC & DIGITAL DESIGNER****Page Panther** · Full-time2015 - 2016 **GRAPHIC DESIGNER & MARKETING MANAGER****Lambson's Hire** · Full-time2014 - 2015 **GRAPHIC & DIGITAL DESIGNER****Search Online Consulting** · Full-time2013 **GRAPHIC DESIGN INTERN****McCann Worldgroup** · Part-time