



# ERYN VOOGT

UI/UX | MOTION GRAPHICS

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Stellenbosch, South Africa

## EXPERIENCE

### ACUMEN SOFTWARE

PRODUCT DESIGNER - MY SMART CITY

May 2024 - Present

- Lead product design for municipal management platform, designing end-to-end user experiences
- Redesigned two company websites and launched a new brand website from concept to completion
- Transformed product visual language through a comprehensive UI redesign and custom illustration style
- Integrated motion animations across social media and website, increasing user engagement

### LUMICO

GRAPHIC DESIGN INTERN

November 2023

- Designed social media content and digital marketing materials for multiple client brands
- Created platform-optimized visual assets maintaining consistent brand identity across diverse industries

### WIDOPEN PLATFORM

DESIGN INTERN

November 2022

- Created client presentation mock-ups for billboard and outdoor advertising campaigns
- Executed photo manipulation and sourced assets for large-format collateral

## SKILLS

#### DESIGN

- Figma
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop

#### DEVELOPMENT

- HTML & CSS
- JavaScript
- Responsive Design
- Wix

#### EXPERTISE

- UI/UX Design
- Motion Graphics
- Product Design
- Brand Identity

## EDUCATION

### BA HONOURS VISUAL COMMUNICATION

STELLENBOSCH ACADEMY OF DESIGN & PHOTOGRAPHY 2025

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STELLENBOSCH ACADEMY OF DESIGN & PHOTOGRAPHY 2022 - 2024

## AWARDS

### LOERIES STUDENT DIGITAL MEDIA

2025 FINALIST

### PENDORING STUDENT MOTION GRAPHIC

2024 FINALIST