

DEON ERASMUS

Senior Digital Designer | Art Direction | UX/UI | Brand & Digital Experiences

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Location: Phoenix, Arizona

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PROFESSIONAL SUMMARY

Experienced Senior Digital Designer specializing in Art Direction, UX/UI, brand experiences, responsive web design, and digital creative leadership across web, mobile, and customer-facing platforms.

Proven ability to lead visual direction, develop cohesive digital experiences, and collaborate with cross-functional teams from concept through execution for enterprise organizations, agencies, and growing brands.

Skilled in digital design systems, user-centered experiences, branding, accessibility-focused design, stakeholder collaboration, and creative problem-solving across industries including automotive, education, publishing, energy, and technology.

Experienced delivering enterprise and customer-facing digital experiences for organizations across automotive, education, publishing, energy, and technology sectors.

CORE SKILLS

Design & Creative

Art Direction • UX/UI Design • Brand Identity • Responsive Web Design • Design Systems

Strategy & Collaboration

Creative Leadership • Stakeholder Collaboration • Digital Strategy • Team Leadership • Agile Workflows

Tools

Figma • Adobe Creative Suite • Adobe XD • Jira • HTML/CSS • WordPress

PROFESSIONAL EXPERIENCE — RECENT

Design Consultant / Art Director (Freelance)

Independent Consultant — including US-based clients | August 2019 – Present

Providing art direction, brand identity, and digital design leadership across diverse client accounts, including US-based organizations, from SMEs to established businesses.

Key Outcomes: Transformed client brands and online presence through strategic design direction. Led digital brand and website redesign initiatives for a U.S.-based trauma therapy organization, improving brand consistency and user experience across customer-facing platforms.

- Creative and web design for Rewire Trauma Therapy (Ohio, USA) — rewiretraumatherapy.com and traumasoothe.com
- Art direction and brand identity design across print and digital channels
- Responsive web and UX/UI design across digital client platforms
- Logo design and brand management ensuring visual consistency

- Supported audience engagement and digital growth initiatives through strategic social media and content design execution.
- Email marketing campaigns: creative direction through deployment
- Analytics review to refine and iterate creative strategy

UX/UI Designer / Creative Lead (Contract)

AIE | *September 2022 – March 2023*

Led creative direction and UX/UI design standards across a suite of digital products while managing a development team through challenging timelines.

Key Outcomes: Established a Brand Guide and full UI Style Guide. Unified all active projects under a consistent visual and UX standard.

- Creative and art direction across Front End Admin Systems, Student Portals, and Mobile Apps
- Developed brand and UI style guides from scratch
- Managed development team, coordinating design handoff and QA
- Adobe XD prototyping for intuitive user experiences
- Atlassian Platform (Jira, GIT) for project and version management

Art Director / UX Designer (Freelance Contract)

Mashlabs | *February 2021 – February 2022*

Directed design and front-end execution for premium automotive and energy brands, combining art direction with production-ready code delivery.

Key Outcomes: Delivered design-to-code for major brands including Daimler, Toyota Automark, and Astron Energy.

- Art direction and UX/UI design for Daimler, Toyota Automark, and Astron Energy
- Collaborated closely with developers to translate UX/UI concepts into production-ready digital experiences.
- Collaborated with developers via Jira, GIT, and Atlassian for seamless delivery

EARLIER EXPERIENCE

UX/UI Designer (Contract) — *Fleetcontrol.world* | *Dec 2021 – Feb 2022*

- Overhauled UI/UX for web and mobile; presented redesigned flows to CEO
- Collaborated in Figma with product owners for rapid iteration

UX/UI Consultant – ISFAP Project (Contract) — *Innovsoltech* | *Oct 2018 – Jul 2019*

- Established UI/UX standards and brand-consistent design system for enterprise project
- Art directed website, Student Portal, and Admin Portal visual language
- Led 11-person development team through HTML production

Senior Digital Designer & Team Lead — *Manstrat AIS* | *Aug 2014 – Sep 2018*

- Art directed and managed content strategy across all online portals
- Directed social media, SEO, Google Ads, and printed marketing materials
- Led responsive website project from concept through development

Owner / Creative Director — *DEDesign* | *Aug 2006 – Aug 2014*

- Founded and ran full-service creative and digital design agency
- Delivered brand identity, SharePoint theming, and web design for diverse clients
- End-to-end creative leadership from concepting to production

Senior Digital Design Lead — *Datacentrix* | *Jun 2002 – Aug 2006*

- Art directed Look and Feel of intranets, websites, and enterprise portals
- Managed up to 10 concurrent projects; directed visual standards and design implementation
- Ran UX workshops and user testing, producing UML/Use Case documentation

Design, Layout & Website Design — *Impress Printers* | *May 2001 – Nov 2001*

- Designed print materials including posters, brochures, and magazines
- Website design, front-end implementation, and digital content maintenance

Digital & Multimedia Designer — *Converge Communications* | Nov 1999 – May 2001

- Creative direction across print, web, and multimedia (training CDs for Unilever, Lever Ponds)
- Magazine art direction: layout, editorial, advertising, copy-editing

Graphic Designer — *Pretoria News* | 1994 – 1997

- Ad layout and design for major newspaper sections and supplements
- Contributed work to Sunday Times, Sunday Independent, and Star Newspapers

EDUCATION & QUALIFICATIONS

Senior Certificate (Grade 12 / High School Diploma)

Hoërskool Die Wilgers | 1991

CERTIFICATIONS & TRAINING

- UX Deep Dive: Foundational Research (LinkedIn, 2023)
- UX Research Methods: Card Sorting (LinkedIn, 2023)
- Accessibility for Web Design (LinkedIn, 2023)
- Interaction Design for the Web (LinkedIn, 2023)
- Improve Your UX Design Skills (LinkedIn, 2022)
- UX Foundations: Storytelling (LinkedIn, 2022)
- Design Thinking (Interaction Design Foundation, in progress)
- Certificate in Adobe XD (Udemy, 2019)
- Short course in UI/UX Design in Figma

Additional certificates available at: gideonerasmus.com/home