ANDRIES HAASBROEK

BArch (Hons)

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andypants.rocks

Adobe XD

Figma

Photoshop

Illustrator

After Effects

Web Development
HTML, CSS, Javascript

Unreal Engine

Autodesk Revit

Interests

Design   Street Luge   XR

UX   Diving   Underwater Hockey

I'm a UX designer that uses my background in architecture and product design to create meaningful digital experiences.

My journey began in industrial design and digital development before transitioning into User Experience Design.

UX, Design and VR/XR Experience

○ **MineRP (Pty) Ltd**   2017 - May 2024

MineRP is a software company focused on digital transformation in the mining industry.

User Experience Architect

As UX Architect my purpose is to establish and entrench processes focussing on improving the quality of User Interfaces and the User Experience of Stakeholders using MineRP solutions. I advocate for the interests of the end user, working with all cross-functional teams to achieve stated UX outcomes.

Responsibilities include:

· Defining patterns, practices and standards to guide MineRP UI/UX implementation.
· Drive continuous improvement UI/UX of the MineRP solutions through, user research and user tests, reviews, audits and agreed remediation plans.
· Guide and support various departments in prioritizing end-to-end user experience, aligning stakeholder expectations and defining customer goals and usage context into clear design requirements.

UX Architect of all MineRP 5.0 software products.

· Developing design guides and style guides.
· Working with multiple teams to map user journeys, and develop information architecture of new products and features.
· Design and production of low level and high level prototypes and working closely with developers to realize the final interfaces.
· Conducting UX audits and user testing of interfaces.
· Localization of all software products, managing localization repositories and 3rd party translation providers.

Intermediate Research & Development Analyst

VR development | Developer of Virtual Mine Digital Twin, powered by Unreal Engine 4 | Visualization of live mining data in a VR environment | Winner of MTN Business IoT Awards 2018

○ **Fishbowl VR**   2017

Software testing services for the Virtual Reality industry.

VR Software tester @ Fishbowl VR

Play-Testing software for clients including
· Oculus
· Phosphor Studios (developer of Predator VR)
· LiveLike - Fox Sports
· High Fidelity (creators of Second Life)
· Vive video - HTC Vive
· Atlas Obscura

○ **Synertech (Pty) Ltd**   2012 - 2017

RFID asset tracking solutions.

Industrial Designer & Marketing Support.

Industrial design and manufacture of RFID products and installations.
3D Modeling, graphic design, animation and rendering.

Education

○ 2021 - University of Cape Town
User Experience Design short course

○ 2009 - University of Pretoria
BSc(Architecture) Honors

○ 2008 - University of Pretoria
BSc(Architecture)