Lyle-Dane Wilson
UX/UI/Graphic Designer

Location:
JHB, South Africa
Status:
Online

Stats

UX Design

UI Design

HTML/CSS

Accessibility

Wireframing/Prototyping

Graphic Design

Backstory

Lyle began his journey in design over five years ago. With a passion for turning user frustration into seamless flows, he now crafts interfaces that blend pixel-perfect detail with purpose-driven function. When not leveling up his skills, he's building the next great design quest.

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Education

Google UX Design Professional Certificate
Coursera - Online | *Jun, 2021 - Oct, 2021*
Completed rigorous training designed for entry-level job readiness. Topics included UX research fundamentals, inclusive design, wireframes and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and developed a portfolio with three projects.
Verify Here: **Coursera - View Certificate**

Online Google Digital Skills for Africa
Google - Online | *Aug, 2019*
Completed online training for competency in Google ADs (Search, Display, YouTube), Facebook AD Manager, Twitter AD Manager, LinkedIn Business & Email Marketing

Oval International Computer College
I.T Diploma (Incomplete) | *Feb, 2006 - Mar, 2007*
I.C.T, Web Development & Programming

Queens High School
Senior Certificate | *Jan, 2001 - Dec, 2005*

Work Experience

LyriQ Media (Owner/Freelance) • Randburg, Gauteng
Jan, 2019 - Present

Current Client List:
Amber Software, Lupievents

UX/UI Design | Graphic Design | Web Design
Aug, 2021 - Present

1. UX/UI Design
Skilled in creating and redefining responsive web and mobile interfaces based on user needs, architectural direction, and business requirements. Collaborated cross-functionally with marketing, development, and project management teams to deliver innovative digital products. Experienced in the full UX lifecycle — from research and wireframing to prototyping and usability testing.

Key Responsibilities:
- Conduct user research, competitor analysis, and stakeholder interviews
- Define user personas, journeys, and flows
- Develop information architecture, sitemaps, and low-to-high fidelity wireframes
- Build interactive prototypes and perform usability testing
- Design responsive UI interfaces for mobile and web platforms

2. Graphic Design
Conceptualize visuals based on requirements. Prepare rough drafts and present ideas. Develop illustrations, logos and other designs using recognized design software. Use the appropriate colours and layouts for each graphic. Work with copywriters and marketing director to produce final design. Test graphics across various media. Amend designs after feedback. Ensure final graphics and layouts are visually appealing and on-brand.

3. Website Design
Experienced in designing responsive and accessible websites that balance strong visual identity with user-centered functionality. Focused on clarity, usability, and performance across all screen sizes. Skilled in collaborating with developers to ensure design-to-code consistency.

Technical Skills

Proficient in UX & Design Tools:
Figma, Adobe XD and Adobe Creative Cloud (Photoshop, Illustrator, InDesign, etc.).

Knowledgeable in other Design Tools & Programs:
Axure, Sketch, InVision, Google Products and Microsoft Office.

Various Other Skills in a Freelance capacity:
- Website Development & Management. HTML, HTML5, CSS, TailwindCSS, SvelteKit, Basic JavaScript & TypeScript, GitHub, Vercel, WordPress, Joomla.
- Responsive HTML Email Campaigning (Designed Externally). Mailchimp/SendGrid import. Reporting, Analytics, Debriefings, etc.
- Online Store Management and Creation. Image, logo designs, pricing and payment gateways setup on Shopify, Prestashop, Magento, OpenCart and WooCommerce.

Selected UI/UX design work & projects

- **United Nations Development Programme (UNDP)**
  Website & Mobile Wireframes and Mockups
  Designed the online tool for the "Africa Leading the 4th Industrial Revolution (AL4IR)" flagship initiative under the UNDP Resilience Hub for Africa.

- **Food & Trees for Africa – Internal Dashboard**
  Web-Based Admin Platform
  Designed dashboard to manage school applications, beneficiaries, project assignments, and PDF exports with integrated map and scoring system.

- **TOY-X – Toy Trading Platform**
  Mobile App Design
  Designed a platform for users to trade, sell, or donate toys based on child profiles and interests.

- **Parkbookings.com – Travel Booking Platform**
  Responsive Web Design
  Designed a platform to browse and book SANParks camps, safaris, and more with map integrations and TripAdvisor ratings.

- **Trippit – Travel Enquiry App (Tourvest)**
  Mobile App
  UI/UX Created a location-based trip enquiry app with smart forms, saved favourites, and suitcase-style bulk enquiry features.

- **Travelong of Summit – Website & App**
  Complete UX/UI Overhaul
  Designed interactive web pages and a mobile app to manage user itineraries, consultant connections, and content-rich blogs.

- **Kupata – African Fashion eCommerce Platform (Lupievents)**
  Responsive Website Design
  Designed a clean and localized shopping experience for African clothing and textiles.

- **Lupievents – Blog Website**
  Responsive Blog Design
  Designed an SEO-optimized blog system with strategic ad placements tailored to the events industry.

Web Design Highlights

Designed and developed responsive, user-focused websites with a strong emphasis on UI consistency, accessibility, and performance. Each site reflects strategic UX thinking, brand alignment, and intuitive content structure:

- **www.lyriqmedia.co.za**
  Portfolio and agency site for LyriQ Media, showcasing multimedia, design, and development services. Built with clean UI, smooth animations, and a focus on service storytelling and conversion.

- **www.lylewilson.co.za**
  Personal UX/UI design portfolio with a playful, pixel-inspired aesthetic. Fully responsive and built with SvelteKit and TailwindCSS, featuring detailed case studies and interactive design elements.

- **www.elitespeak.co.za**
  Corporate presence for a public speaking and communications consultancy. Clean, professional layout with well-structured content and strong emphasis on brand voice and user trust.

- **www. phdhairdressing.co.za**
  Collaborative redesign with key contributions including mobile view optimization, SSL certificate updates, domain transfer support, and performance improvements.

Thank you for taking the time to review my resumé :)

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