

MARISKE BADENHORST

PRODUCT DESIGNER

CONNECT

✉ mariskeb.ux@gmail.com

in [@mariskebadenhorst](https://www.linkedin.com/in/@mariskebadenhorst)

SKILLS

User Research

User Journeys & Flows

Prototyping (Design & AI)

User Testing

Product Strategy

Systems Thinking

Implementation Support

EDUCATION

UNIVERSITY OF CAPE TOWN 2020

Postgraduate in User Experience Design (Distinction)

Learned a human-centred approach to product development that enhances user interactions through intuitive and thoughtful experiences.

UNIVERSITY OF SOUTH AFRICA 2019

Bachelor of Arts in Psychological Counselling

Gained foundational knowledge in humanities and social sciences. I developed problem-solving skills, critical thinking, and an understanding of research methods.

I'm a Product Designer with **7 years experience** designing digital products across industries.

I've worked on **responsive platforms, mobile apps, and internal tools**.

My focus is always on **bridging** the gap between the business and the user.

Experience

Co-Founder & Product Design Lead

CPD&ME

2025 – Present

- **Defined product strategy**, service offerings, and user experience across a digital CPD platform for healthcare professionals.
- **Designed responsive user** experiences for browsing, purchasing, tracking, and completing CPD activities across desktop, tablet, and mobile.
- **Conducted user research**, stakeholder engagement, and requirements gathering to identify user needs and business opportunities.
- **Created wireframes, user** flows, prototypes, and high-fidelity UI designs to improve usability and support business goals.
- **Developed and maintained** design systems, UX copy, and information architecture to ensure a consistent and intuitive user experience.
- **Collaborated across product**, content, and operational functions while managing the end-to-end product lifecycle from concept through implementation and optimisation.

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PRODUCT DESIGNER

INDUSTRIES & DOMAINS

FinTech & Financial Services

Manufacturing, Construction & Trade

Mining & Industrial Operations

Healthcare & Medical Platforms

Self-Service & Operational Platforms

Government & Public Sector

PORTFOLIO

See my work and design approach:

mariskeb.com

Product Designer

SuperUltra

2022 - 2025

- **Led UX and** product design initiatives across digital products, balancing user needs, business objectives, and technical constraints.
- **Planned and conducted** user research, stakeholder workshops, and discovery activities to uncover insights and inform product direction.
- **Created user flows**, journey maps, wireframes, prototypes, and high-fidelity interfaces for web and mobile experiences.
- **Facilitated collaboration between** product managers, developers, designers, and stakeholders throughout the design process.
- **Conducted usability testing** and translated user feedback, analytics, and research findings into iterative design improvements.
- **Mentored and guided** design team members while contributing to design standards, processes, and best practices.

UX/UI Designer

Focus On Health

2020 - 2022

- **Evaluated support queries** and user feedback to uncover friction points and inform product decisions and identified opportunities to improve platform usability.
- **Collaborated with stakeholders** to define and implement new features, enhancements, and user experience improvements.
- **Contributed to the** continuous optimisation of digital experiences.