

KRISTIAN PETER ZWART

Lead UX/UI Designer | Specialist In Conversions & AI-Enhanced Digital Experiences

DETAILS

Address

Residensi 22, Mont Kiara,
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LINKS

[Case Studies](#)

[LinkedIn](#)

[Website](#)

SKILLS

Figma & XD
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe Premier
Javascript
HTML & CSS
Wordpress
Webflow
Prompt Engineering
ChatGPT 4
Dalle 3
Midjourney
Pikalabs
Google Analytics
Semrush
Seo Powersuite
Hootsuite
Mailchimp
Jira
Clickup
Notion

LANGUAGES

English (Native)
Basic Spanish

EXPERIENCE

ZwartifyDesign | www.zwartifydesign.com

Founder & Lead Designer | July 2023 - Present

Founder of a design agency specialising in UI/UX and graphic design, leveraging AI to craft user-centric experiences that boost engagement, conversions, and personalisation.

Design Match & Rice Alliance | www.alliance.rice.edu

Project Manager & Lead Designer | July - Sept 2023

Collaborated with Design Match at Rice Alliance to enhance design strategies for 15 clean energy startups, significantly boosting their market presence and operational capabilities. Led the development of key digital assets and marketing materials.

SiteGuru & SavvyDesign | www.siteguru.co

Lead UI Designer | Apr - May 2023

Transformed UI for SiteGuru's SaaS dashboards, significantly improving user interface functionality and client satisfaction through a newly implemented design system.

Livescape Group | www.itstheship.com

Lead UX Web Designer/Developer | Aug - Nov 2023

As the UX/UI Designer/Developer for Itstheship, I spearheaded a website redesign using Web 3 and Web 2 technologies, enhancing user experience and payment functionality. This revamp led to a 264% traffic increase—from 5,000 to 18,000 monthly visitors—and generated \$1.2 million in sales, with \$200,000 in the first month alone.

Hyphen Group | www.singsaver.com

Senior UX Product Designer | Apr - Aug 2023

As a UX Designer at Hyphen Group (SingSaver), I increased travel insurance conversion rates from 20% to 33% through research-driven strategies. This led to a 45% rise in mobile completions and a 15% boost in overall sales.

Admiral Digital | www.admiral.digital

Senior UX/UI Web Designer | Nov - Feb 2022

As a UX/UI researcher/strategist, I led design meetings and crafted high-fidelity prototypes and builds for various brand and web projects.

Discovery Channel | www.discovery.com

Graphic Designer | Jul 2021 - Mar 2022

Crafted unique graphic designs and titles, playing a key role in art creation for various media.

ThisWorld | www.thisworld.com

UX/UI Design Manager | Dec 2017 - Feb 2021

Oversaw a design team, developing a UX strategy and a comprehensive design system. Collaborated with industry leaders SuperUnion and Designit, culminating in the delivery of tailored digital solutions that significantly improved client operations and brand creation.

EDUCATION

ChatGPT Advanced Data Analysis | Dr Jules White - Vanderbilt University | May 2024
GPT Vision: Seeing the World through Generative AI | Vanderbilt University | May 2024
OpenAI GPTs: Creating Custom AI Assistants | Dr Jules White - Vanderbilt University | Apr 2024
Foundations of AR | Meta | Sep 2023
Prompt Engineering for ChatGPT | Dr Jules White - Vanderbilt University | May 2023
Create a Design System from scratch in Figma | Bruno Saez - Awwards | Jan 2023
UI Mobile Apps Design Course 1 & 2 | HYPE 4 Academy | Oct 2023
Three.js course | Bruno Simon | Jan - Sep 2022
Google UX Design Certification | Google and Coursera | May - Oct 2021
The Ultimate Git Mastery Course | Code with Mosh | Apr - May 2021
Agile with Atlassian Jira | Coursera | Apr - May 2021
Modern JavaScript: ES6 Basics | Coursera | Apr 2021
The Ultimate CSS and HTML5 Course Advanced | Code with Mosh | Mar - Apr 2023
The Creative Javascript Course | Dev Ed | Feb - Mar 2021
HTML, CSS & Javascript for Web Developers | John Hopkins University | Sep - Oct 2020
Digital Marketing Professional | Digital Marketing Institute | Feb - Aug 2020
Ben Hunts Professional Web Design | Ultimate Web Design | Jan - Nov 2011
Certificate in Web Applications | Open University | Sep 2010 - Jan 2011
CLAIT 1 + 2 (Distinction) RSA (NVQ) Levels 2 & 3 in I.T. | Grimsby ITec | 1992 - 1994