



PORTFOLIO 2026

UI/UX DESIGNER

RUAN VISAGIE

PROBLEM-SOLVER

AGENTIC EXPERIENCES

SYSTEM-THINKER

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07 // CASE STUDY 03 - CULT FITNESS



About & Approach

My path to UX design isn't conventional, and that's exactly what makes it valuable.

01 // BACKGROUND

Years managing QA/QC operations at Eduardo Construction serving Energy and Mining clients taught me that precision isn't optional. Every weld, component, and drawing had to meet exact standards. That discipline translates directly into great design.

Eduardo Construction: 2012 - 2026

QA/QC Manager · Energy & Mining · Precision Engineering

02 // FOUNDATION

My path into UX started on a fabrication floor. Building test plans, writing process documentation, and running ISO 9001 and ISO 3834-2 audits. It taught me to think in systems, design for what breaks, and communicate with the precision that separates clean handoff from chaos.

03 // TRANSITION

My transition wasn't a leap it was a deliberate shift that carried everything: systems thinking, precision obsession, and a hard-won understanding of high-stakes environments. Today I design fluent in Figma, Framer, and Claude Code with the rigor of someone who's managed quality systems at scale.

Freelancing / Consultancy: 2026 - Present

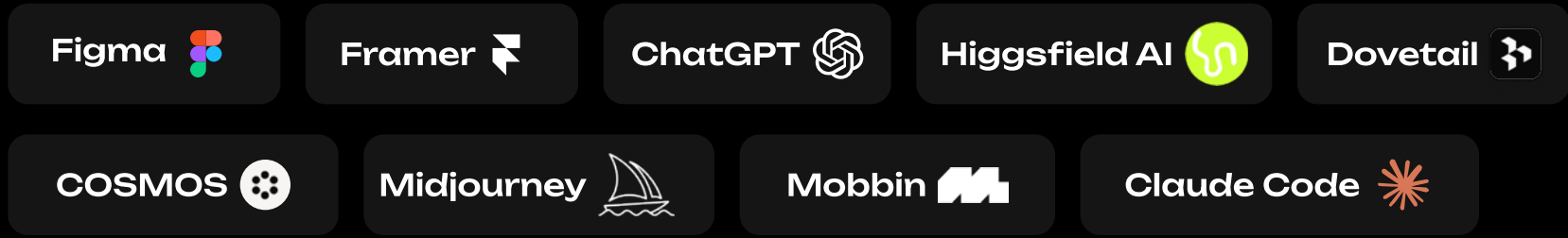
UX Designer · Project Management · User Flow

Skills & Expertise

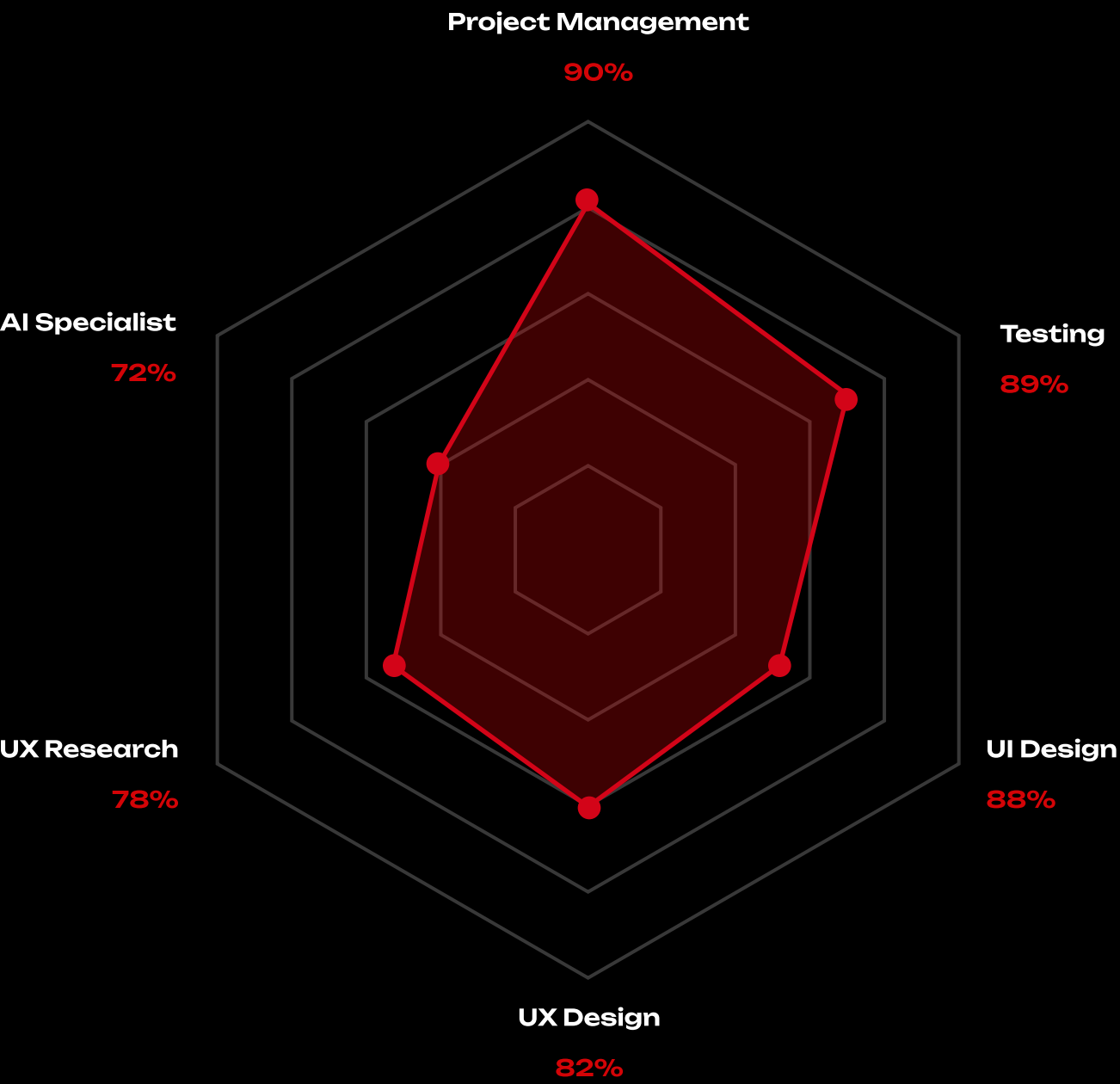
Design Skills



Tools



Positioning



Tools & Process

The tools I design with, research with, think with and ship with.

DESIGN

Figma

Primary design tool
Components · Prototyping · Dev handoff

Framer

Advanced interaction design
High-fidelity prototypes & web publishing

FigJam

Creative workspace & ideation
Mood boards · User flows · Brainstorming

AI WORKFLOW

Claude Code

Design critique & documentation
Code generation & workflow automation

ChatGPT

Research synthesis & copy refinement
Ideation and problem framing

Higgsfield AIA

Visual exploration & mood boarding
Early concept generation

REFERENCE

Dribbble

Design inspiration & trend tracking
Portfolio benchmarking

Pinterest

Creative ideas & visual research
Discovery · Mood boards · Brainstorming

COSMOS

Curated design library
High-quality UI references & visual direction

RESEARCH

Dovetail

User research repository
Interview analysis & insight synthesis

Mobbin

UI pattern & flow reference
Real-world app screen library

01
Discover

— 02
Define

— 03
Wireframe

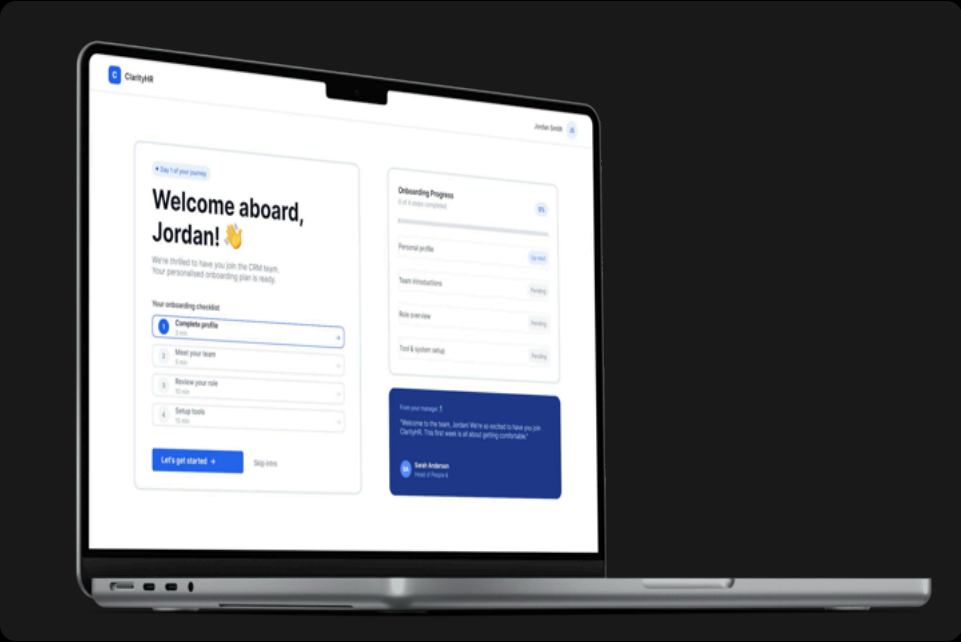
— 04
Design

— 05
Test & Iterate

— 06
Handoff

Projects Overview

Three projects. One system. Precision craft across the full design stack.

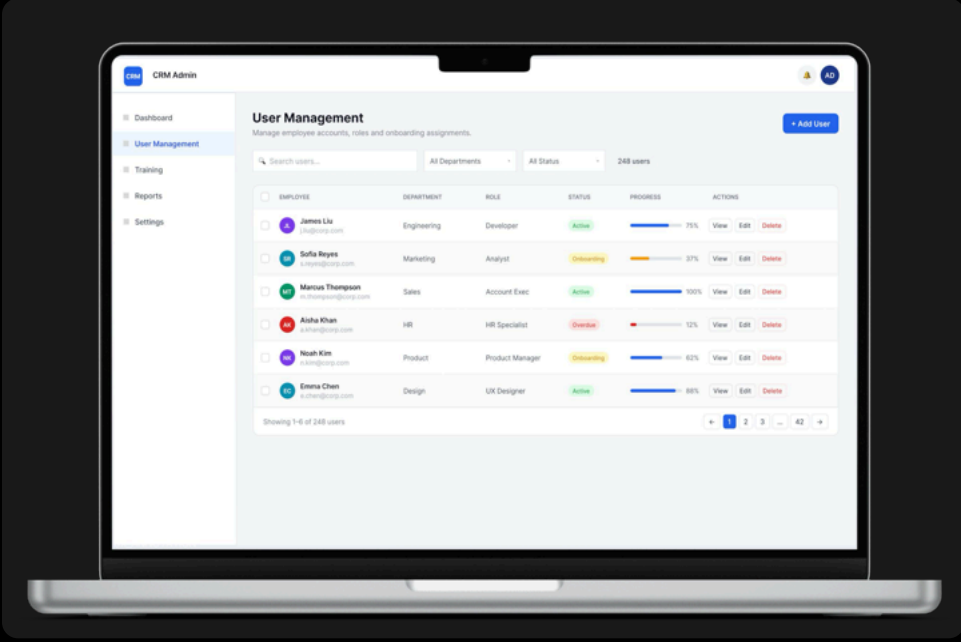


01 // Clarity HR / WEBSITE

HR Employee Onboarding

16 user flows, 8 hi-fi screens

Complete onboarding system from authentication to CRM dashboard



02 // CRM PLATFORM / WEB APP

End-to-end dashboard redesign

Unifying user management and analytics into a single, coherent experience underpinned by a custom component system that made the rebuild repeatable.



03 // CULT FITNESS / MOBILE APP

Personal Fitness App

14 mobile screens

Workout tracking, Nutrition, Progress analytics

Full iOS-style design system



Clarity **HR**

Redesigning the employee onboarding experience

- HR
- WEB APP
- 16 FLOWS
- UI & UX DESIGN
- 8 Hi-Fi SCREENS

01 // **GOAL**

ClarityHR needed to fix their broken employee onboarding process. New hires were overwhelmed, confused about their role, and disengaged before their first week was done.

02 // **CHALLENGE**

The existing system had no structured journey. New employees had no clear path through profile setup, team introductions, training schedules, or tool access. Everything lived in disconnected emails and spreadsheets.

03 // **OUTCOME**

A fully designed onboarding platform with 16 user flows covering authentication, employee profiles, training, role & responsibilities, system access, and a unified CRM dashboard . Complete lo-fi wireframes and hi-fi screens.

Process

01 / Discovery

Mapped the employee journey from day-1 offer acceptance through 30 days. Identified 6 critical friction points in the existing process.

02 / Architecture

Defined 16 user flows covering every touchpoint: login, onboarding wizard, team cards, role docs, learning paths, and the CRM dashboard.

03 / Wireframes

Built lo-fi wireframes for every flow. Mid-fi concepts refined with stakeholder feedback. Yellow annotation notes documented every decision.

04 / Hi-Fi Design

Eight screens that carry a new hire from first launch to fully onboarded.

Research & Insights

Market analysis and user journey mapping that defined the 16-flow design solution.

COMPETITIVE AUDIT

Studied 5 leading HRM platforms. Mapped their onboarding flows, navigation depth, and design consistency.

PLATFORM	Nav	Onboard	UX	Mobile
BambooHR Cluttered onboarding too many tabs from day one	●	●	●	●
Workday Enterprise-heavy 11+ steps to complete first login	●	●	●	●
Gusto Payroll-first HR onboarding is an afterthought	●	●	●	●
Monday HR Project-tool pivot missing dedicated HR flows	●	●	●	●
Rippling Feature rich but zero guided journey for new hires	●	●	●	●

Scoring: ● Poor ● Fair ● Good ● Strong

KEY DISCOVERIES

Six friction points identified during the discovery phase that directly shaped the 16-flow design solution.

- No guided journey exists

New employees had zero structured path they received a credentials email and were left to self-navigate.

01
- Role documentation was manual

Teams emailed PDFs for role and responsibility docs. No in-app reference, no version control.

02
- Team introductions were absent

New hires met their team through Slack luck. No structured introduction flow or org-chart context.

03
- Learning paths were external

Training was linked via email. No progress tracking, no completion milestones, no in-platform experience.

04
- Zero progress indicators

Users could not see how far through setup they were. Drop-off risk was high at every step.

05
- Day-1 anxiety was universal

Common theme across competitor reviews: "I felt lost on my first day." This became the design north star.

06

HOW MIGHT WE

Give every new employee a clear, structured journey — from offer acceptance to a confident first 30 days?

Outcome

“The new onboarding flow gives every new employee a clear, structured journey from first login to full productivity.”

DELIVERABLES

- 16 user flows designed end-to-end
- Complete lo-fi wireframe library
- 8 hi-fi screens · Splash → CRM Dashboard
- Reusable component system
- Design annotations for developer handoff

16

User
Flows

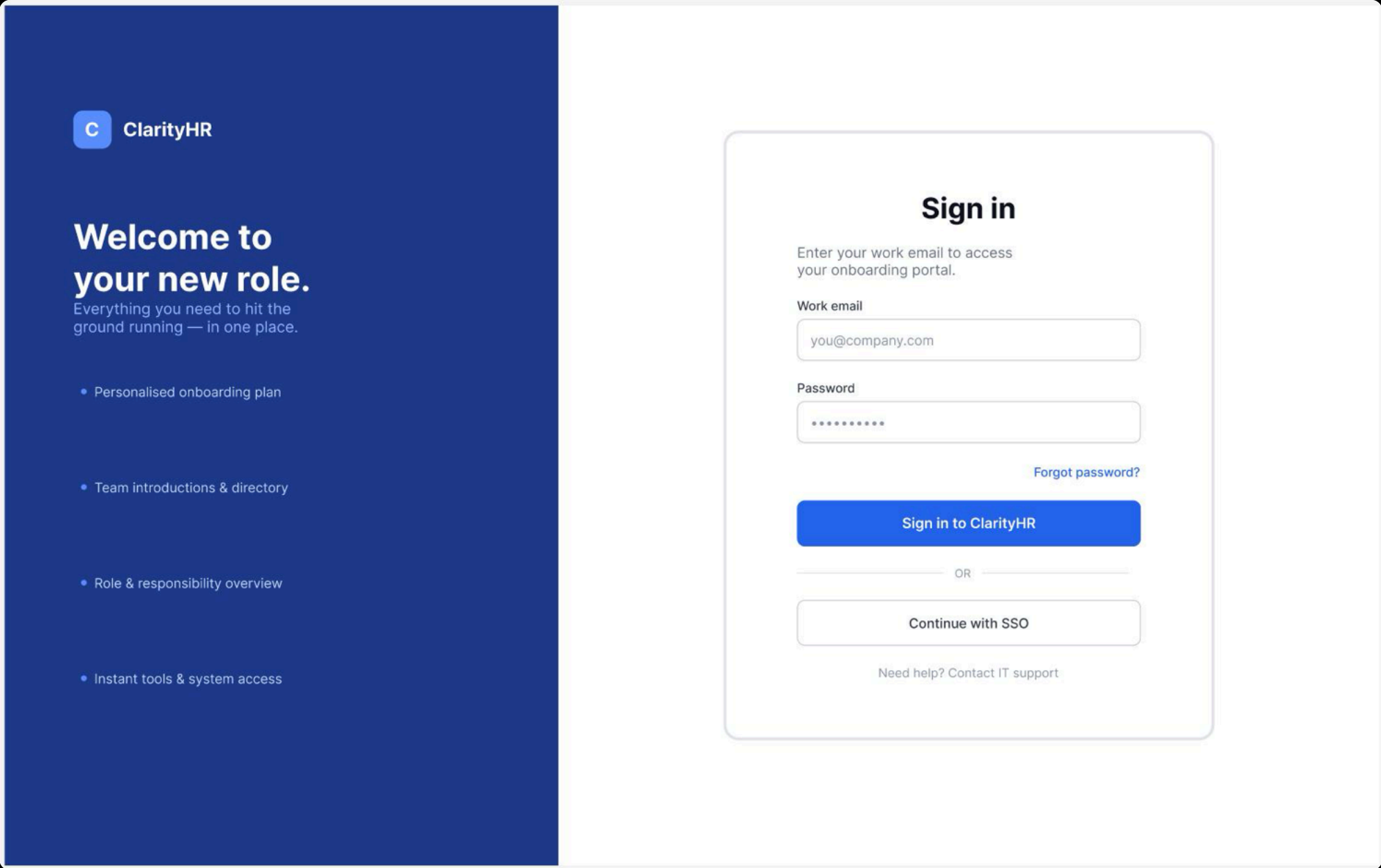
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Hi-Fi
Screens

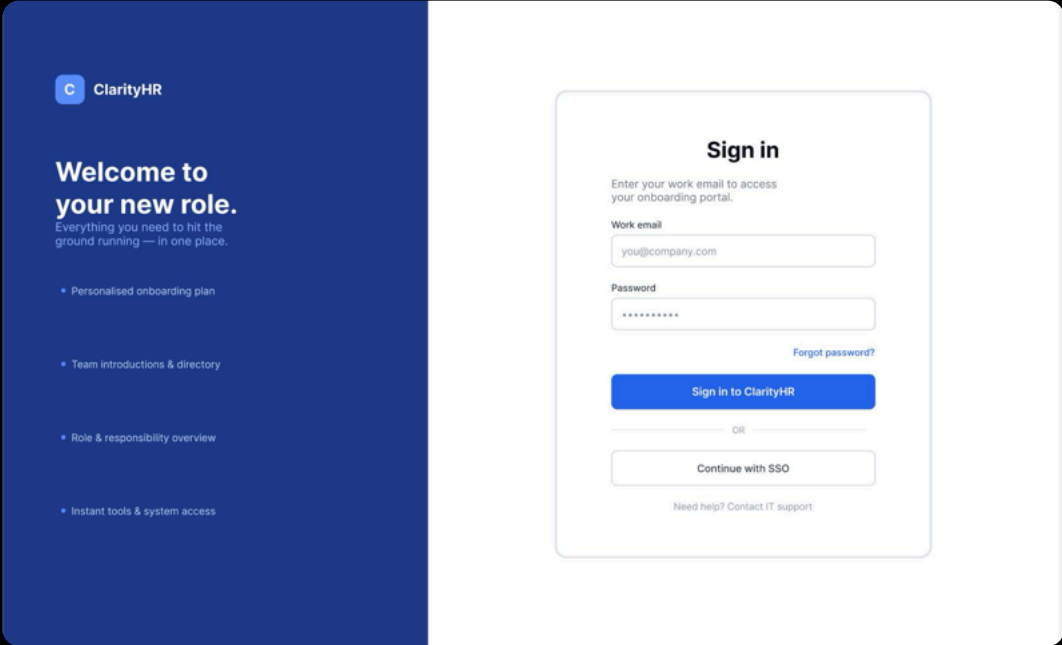
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Deliverable
Types

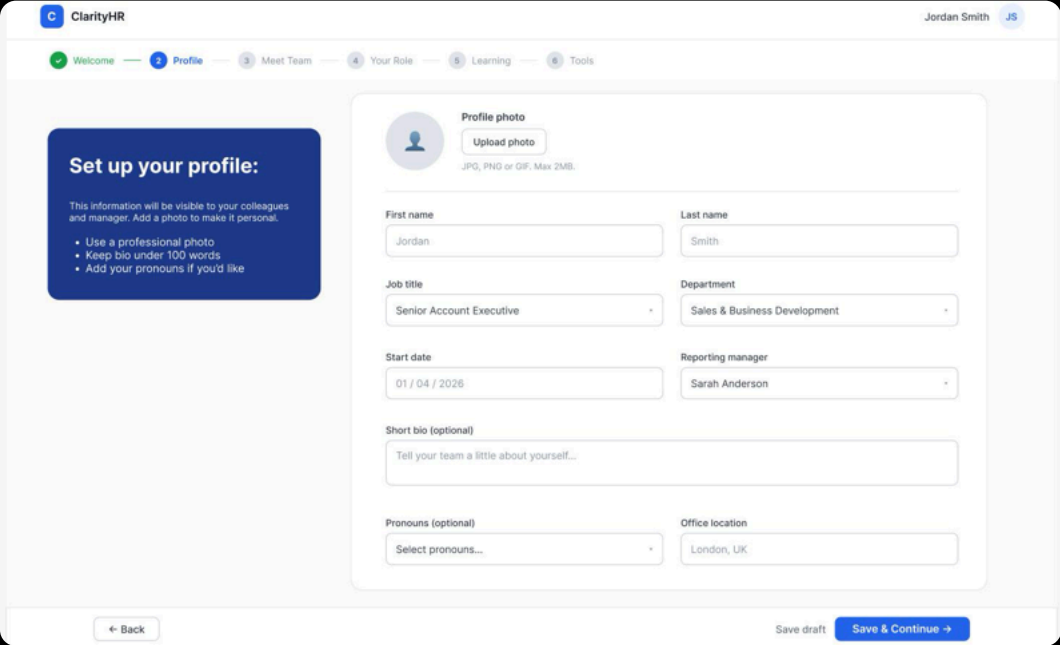
Full journey · Login → Welcome → Setup → Team → Role → Learning → Tools → Dashboard



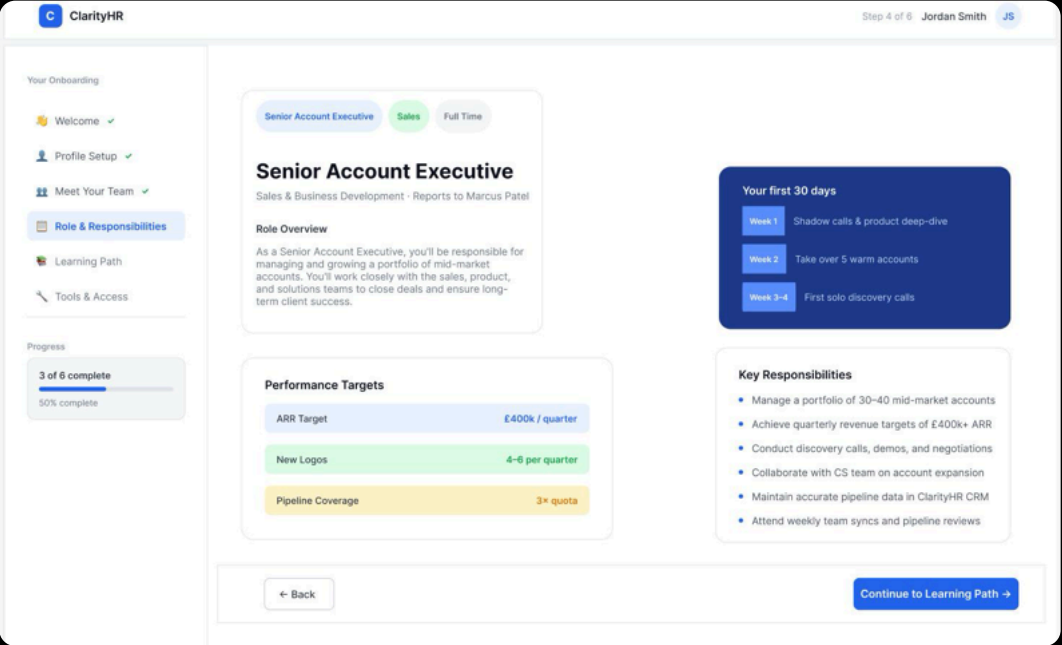
01 / Welcome Page



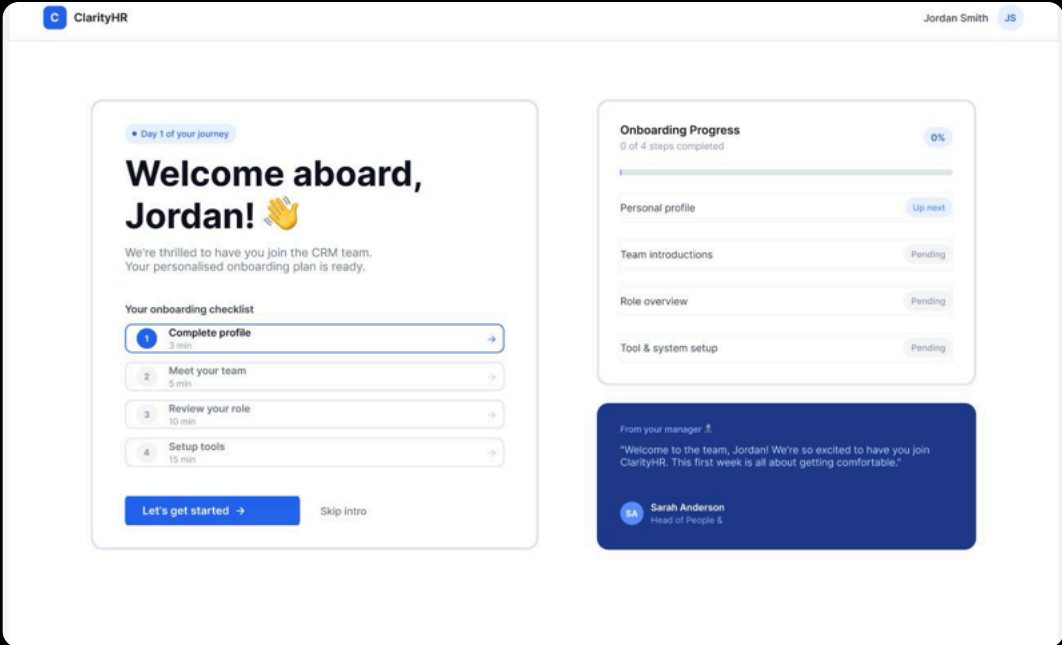
03 / Manage Profile



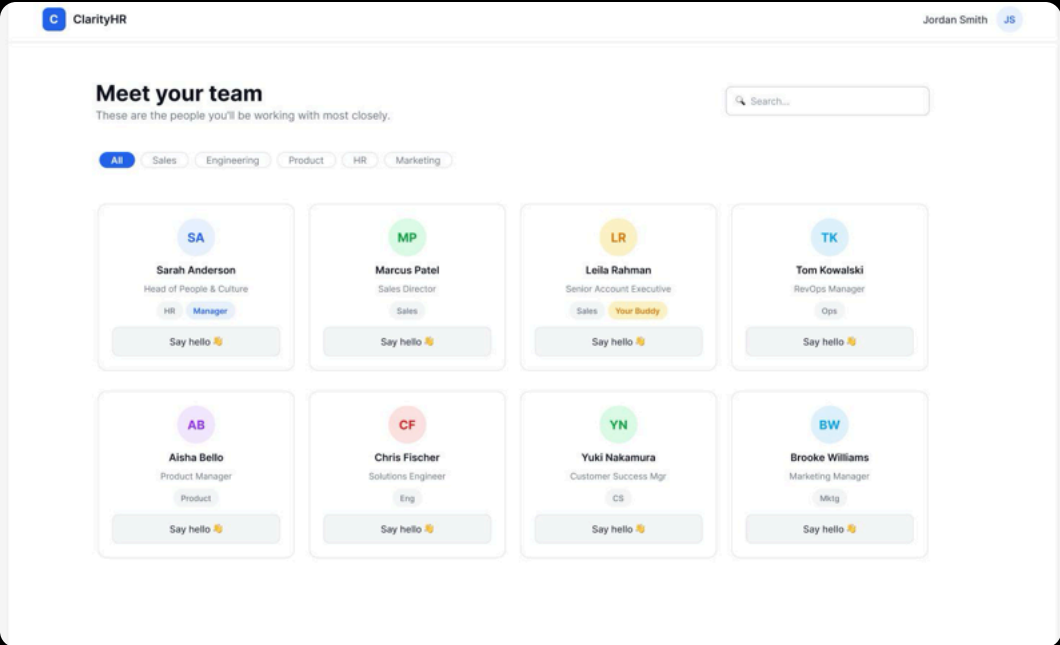
05 / Roles & Responsibilities



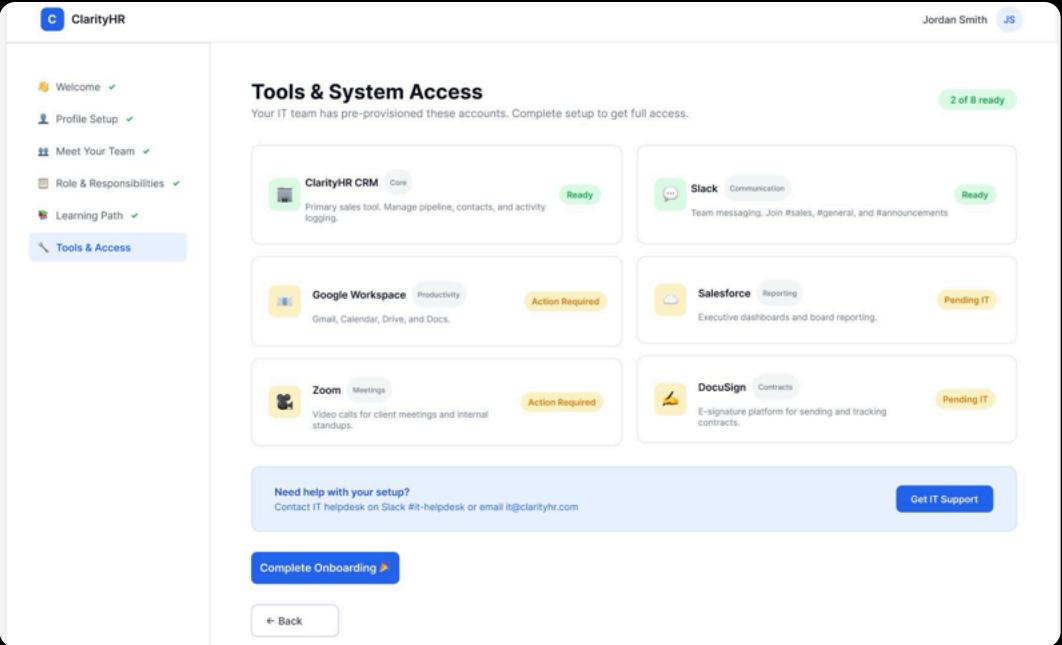
02 / Create New Account



04 / Meet The Team Dashboard



06 / Tools & System Access



CRM Platform

Rebuilding the dashboard experience from the ground up

- SaaS
- Website
- Full Redesign
- 9 Flows

01 // GOAL

The CRM platform's dashboard was cluttered, hard to navigate, and made it difficult for employees to sign up, review data, or find what they needed. A complete redesign was needed.

02 // CHALLENGE

The existing dashboard mixed too many functions without visual hierarchy. Sign-up flows were confusing, data tables were hard to read, and key actions were buried. The system had no consistent visual language.

03 // OUTCOME

A redesigned web application with clean dashboard layouts, restructured sign-up flows, clear data views, user management, roles & permissions, reports & analytics, and a complete component system.

Process

01 / Audit

Reviewed the existing CRM screens and identified core problems: navigation depth, data overload, unclear CTAs, and inconsistent components throughout.

02 / Structure

Redesigned information architecture. Built a sidebar navigation model with clear hierarchy. Dashboard, User Management, Reports, Settings.

03 / Wireframes

Mapped nine core flows covering every major surface of the platform from authentication and permissions through to user management, analytics, and admin

04 / Hi-Fi Design

Full desktop screens with blue primary navigation, structured white content areas, data tables, forms, and empty states all built from the design system.

Before / / After

The original system was cluttered and navigation-heavy. Here is what changed.

THE ORIGINAL SYSTEM

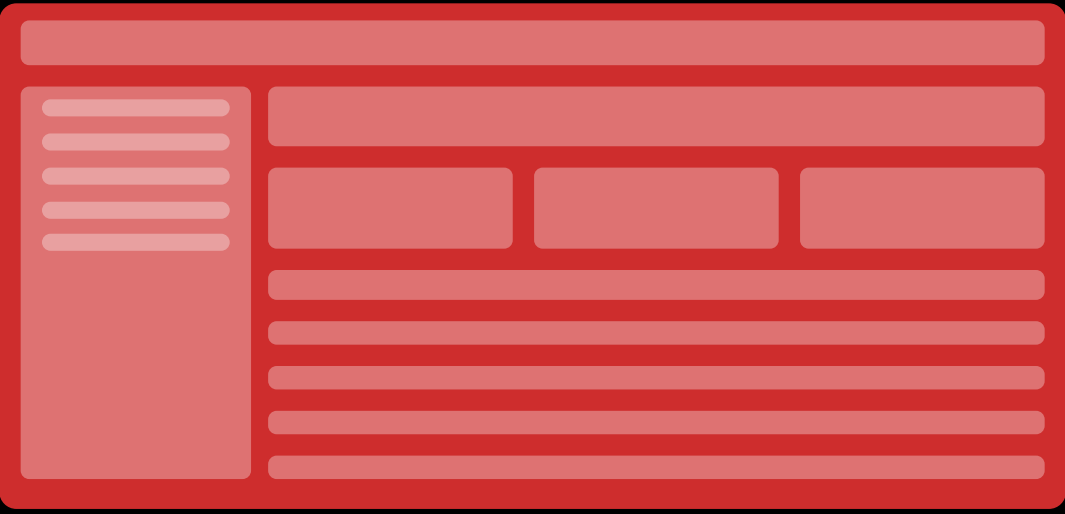
CLUTTERED · INCONSISTENT · HARD TO NAVIGATE



- x No visual hierarchy — everything competes for attention
- x Average 7+ clicks to complete a core task
- x Unrelated features mixed into the same views
- x No empty states, error patterns, or loading feedback

REDESIGNED SYSTEM

CLEAR · FOCUSED · SYSTEMATIC



- ✓ Sidebar IA — flat hierarchy, 2-click access to every feature
- ✓ Dashboard structured around real user workflows and tasks
- ✓ Single-purpose views — no mixed functions, no context switching
- ✓ Empty states, error patterns & loading states built into every flow

~60%

Reduction in navigation depth

7 → 2

Avg clicks per core task

9

User flows redesigned

100%

Error & empty state coverage

Outcome

“The redesigned CRM gives teams a clear, efficient workspace data is accessible, sign-up is frictionless, and every screen serves a purpose.”

DELIVERABLES

- 9 user flows redesigned end-to-end
- Desktop dashboard system with sidebar navigation
- Simplified sign-up & employee onboarding flow
- Data tables, report views & analytics screens
- Empty states & error handling patterns
- Full component library for development handoff

9

User
Flows

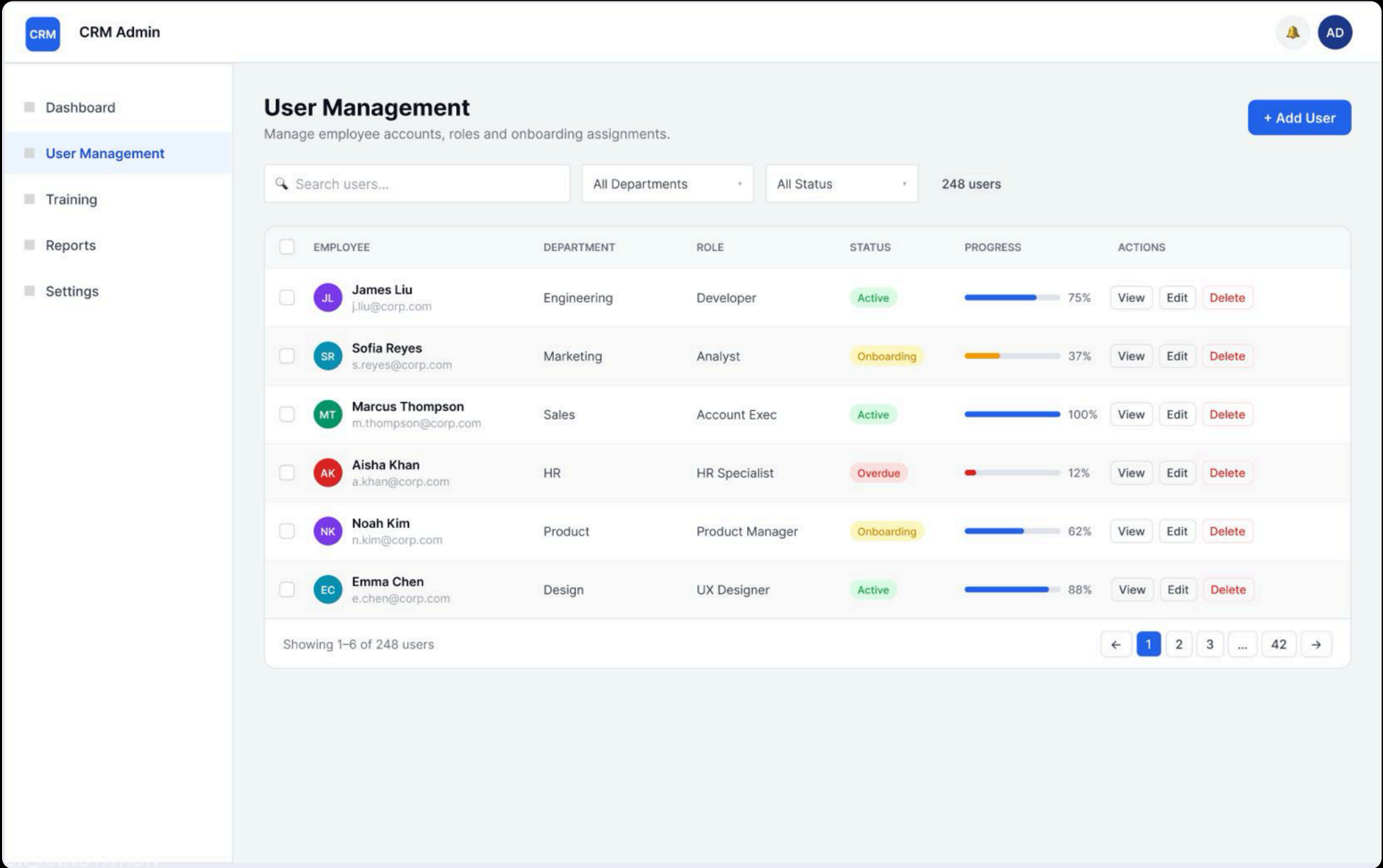
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Screen
Types

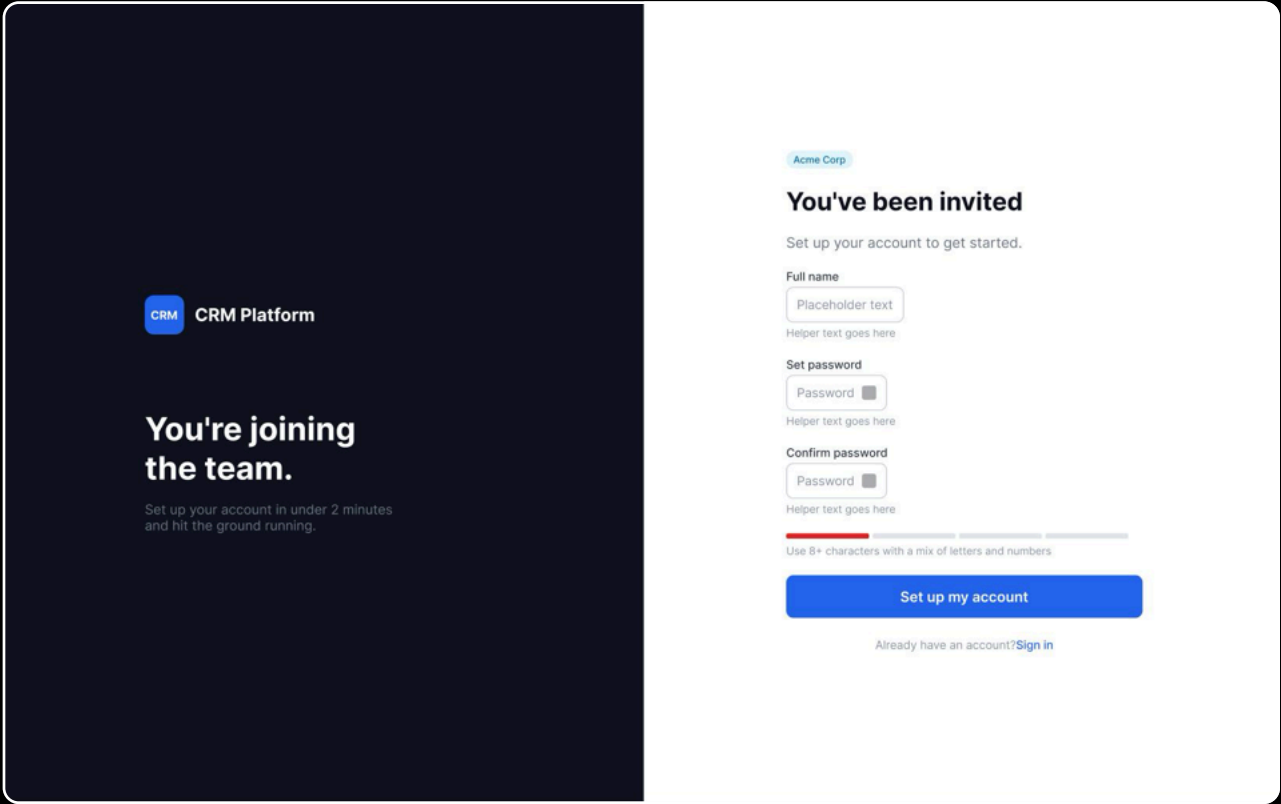
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Deliverable
Categories

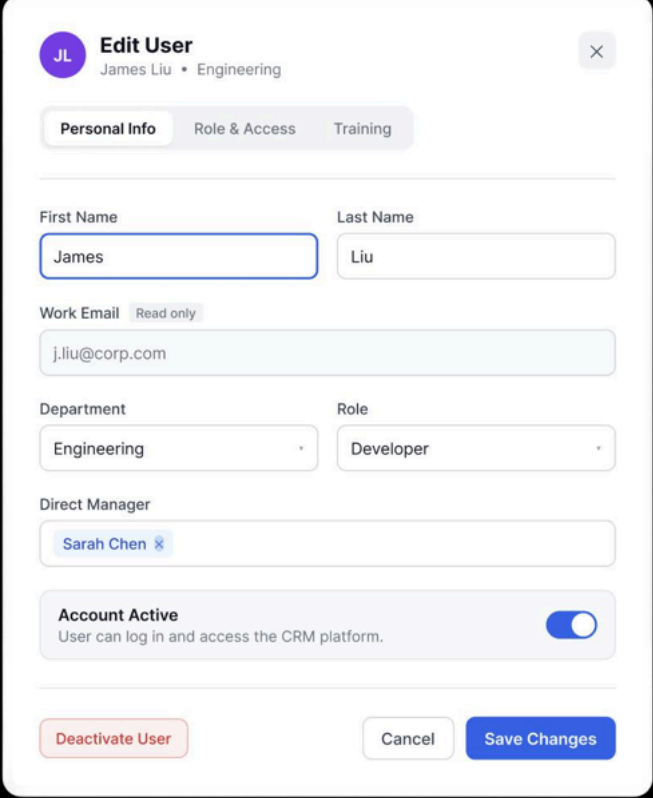
Full journey · Login → Dashboard → User Management → Reports & Analytics



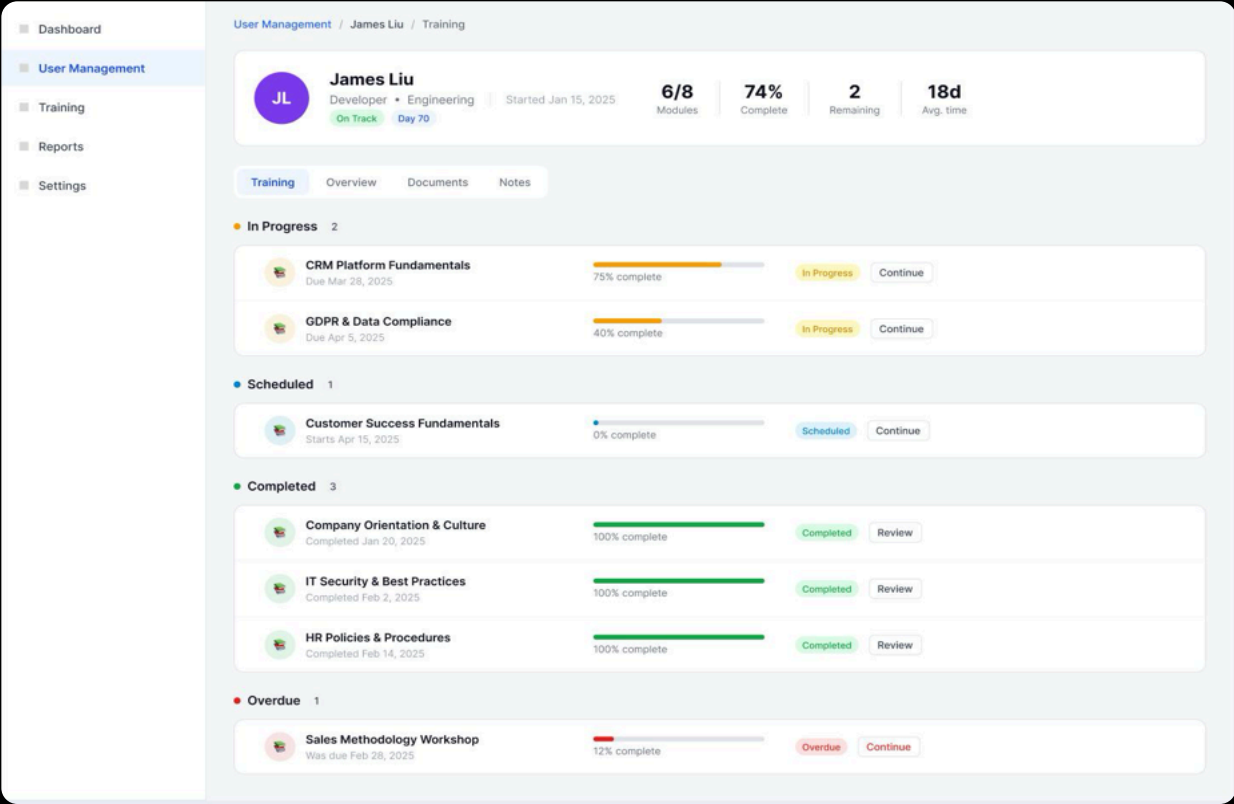
01 / Welcome Page



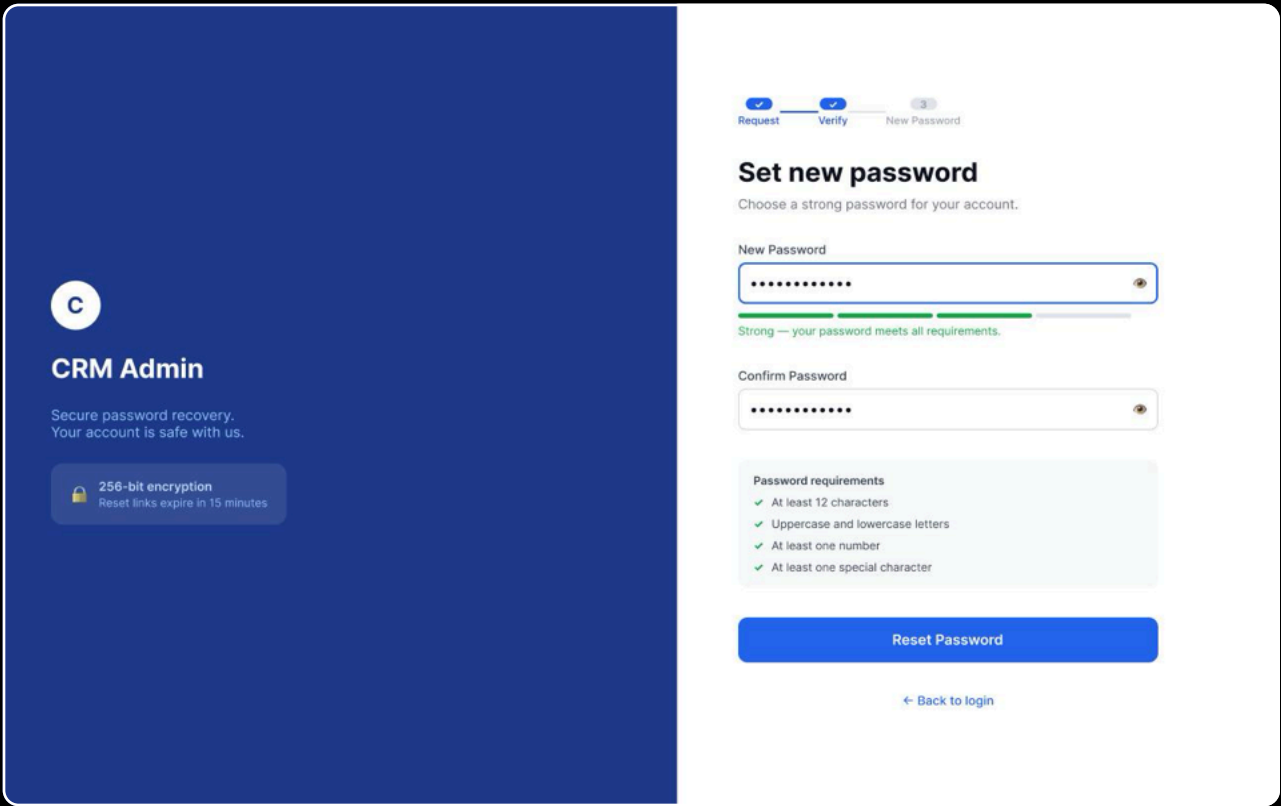
03 / Edit User Profile



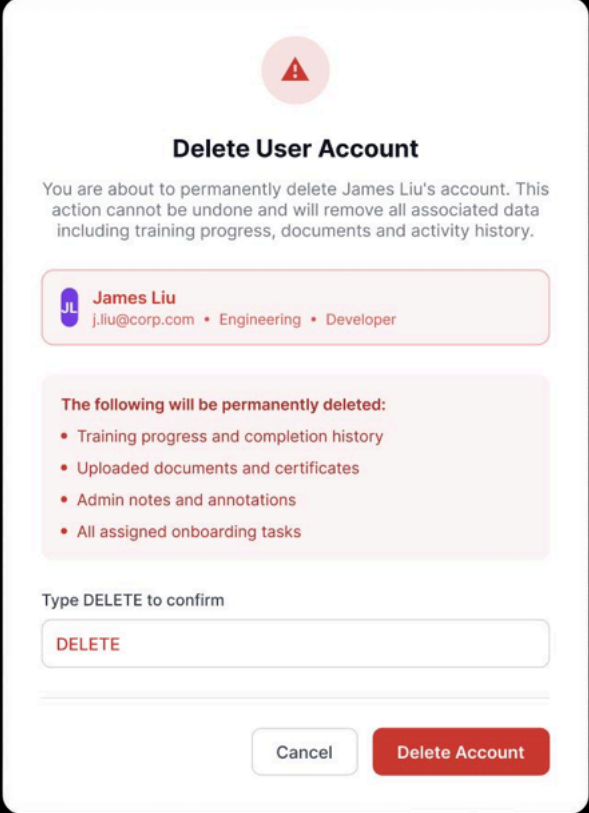
05 / Training Admin Dashboard



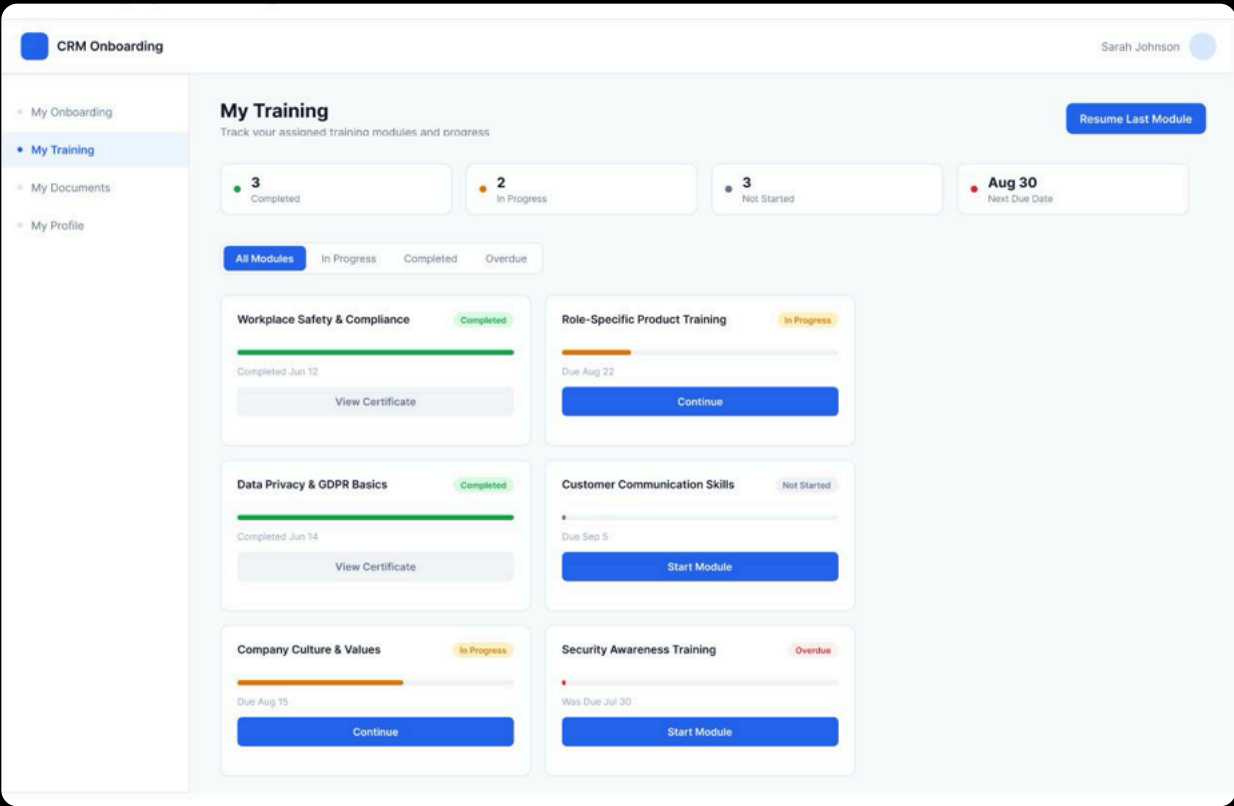
02 / Create New Account



04 / Delete User Account



06 / User Training Dashboard



CULT Fitness

A fitness app designed the way it should have always been

Personal Project

Mobile / iOS

Full UI/UX Design

11 Hi-Fi Screens

01 // GOAL

After using multiple fitness apps and finding them all lacking I designed Cult Fitness from scratch. Goal: a fitness app that combines workout tracking, progress, nutrition, and profile in one clean, focused experience.

02 // CHALLENGE

Existing fitness apps are cluttered, hard to navigate mid-workout, use inconsistent patterns, and bury the most-used features. None felt designed for the actual moment of use when you're sweating and need information fast.

03 // OUTCOME

A complete mobile app: Splash, Onboarding (Goal, Weight, Body Metrics), Home, Workout Browser, Active Workout, Workout Complete, Progress, Nutrition, Profile, Sign In dark UI with purple accents.

Process

01 / Research

Studied 5 leading fitness apps. Mapped user frustrations across: navigation depth, workout logging friction, progress data visibility, and onboarding drop-off points.

02 / Wireframes

Lo-fi wireframes for the full onboarding journey (Goal, Weight, Body Metrics) and all core flows. User journey mapped from first launch to active workout completion.

03 / Design System

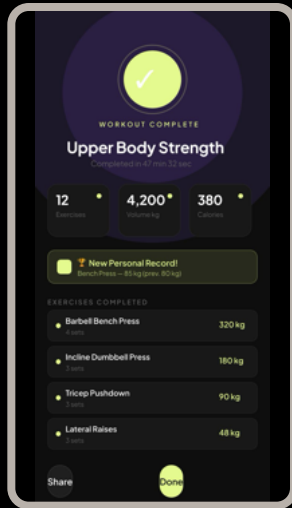
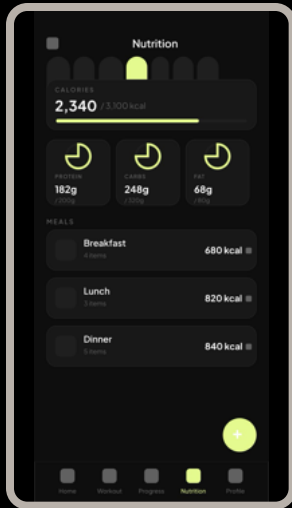
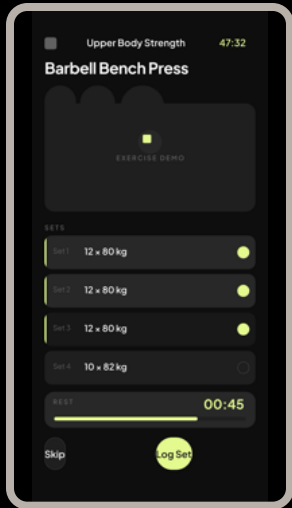
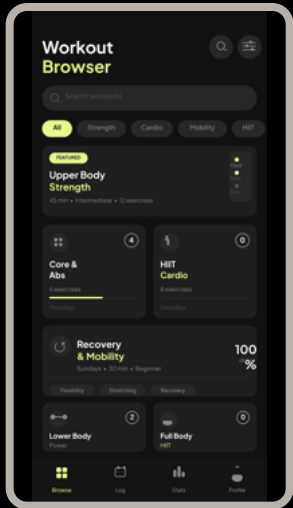
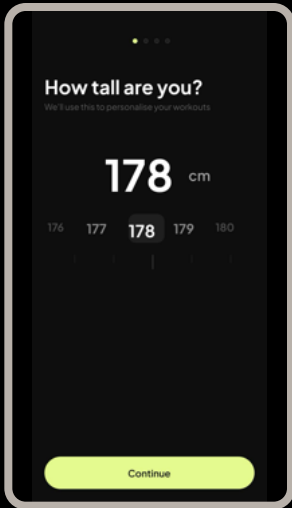
Built a dark-mode design system: deep black backgrounds, purple/violet accents, Inter typeface, custom icon set, and a component library for consistent UI.

04 / Hi-Fi Screens

Eleven screens carrying the user from first launch to daily training loop: Splash, Onboarding, Home, Workout Browser, Active Workout, Complete, Progress, Nutrition, and Profile.

From Sketch

LO-FI WIREFRAMES • EARLY STAGE

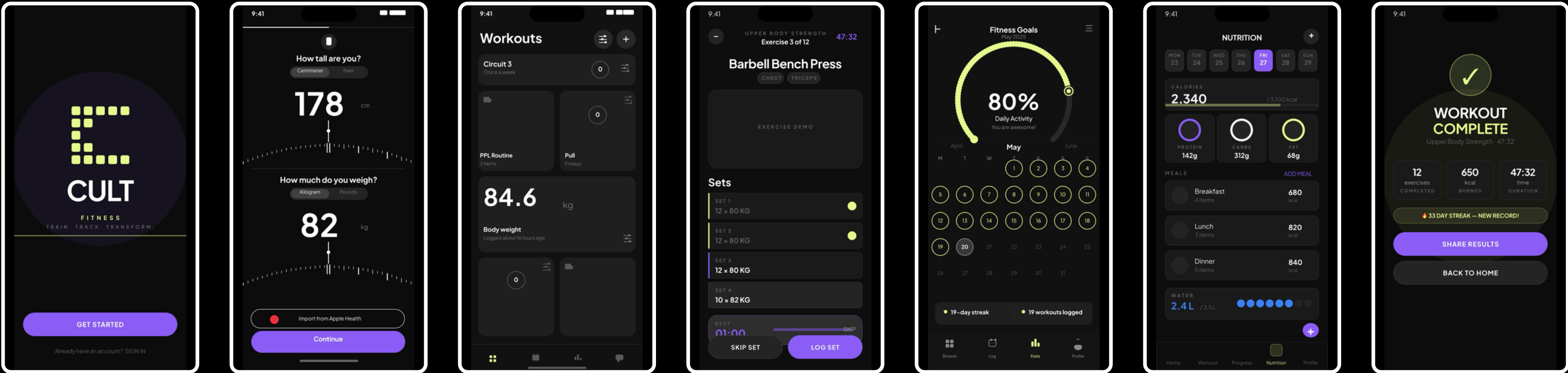


From Sketch

LO-FI WIREFRAMES • EARLY STAGE

To Screen

FINAL HI-FI SCREENS • PRODUCTION QUALITY



7 wireframe screens iterated into 7 polished hi-fi screens
Every design decision documented and intentional



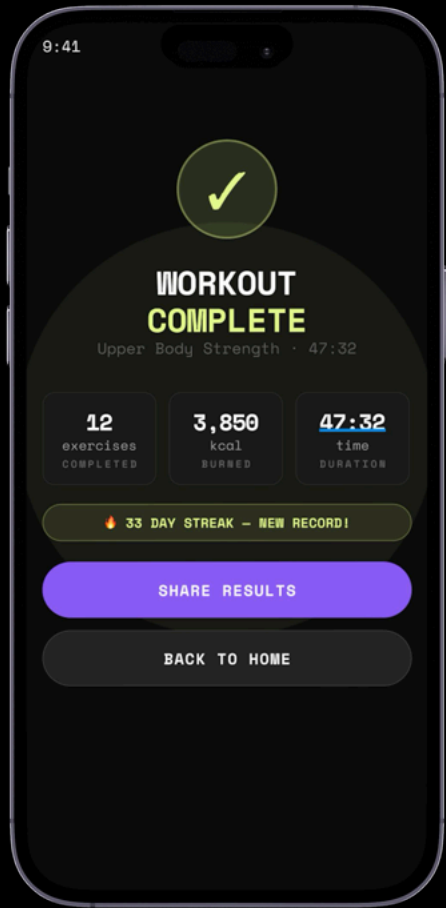
Brand entry → Workout achievement → Progress & fitness goals

Outcome

“Cult Fitness is what a fitness app looks like when it’s designed around the user’s actual experience not the gym’s marketing needs.”

DELIVERABLES

- Complete lo-fi wireframe set (onboarding + all flows)
- 14 hi-fi screens — production quality
- Full onboarding flow: Goal, Weight, Body Metrics
- Workout tracking & active session flows
- Progress & nutrition dashboard views
- Dark mode design system with lime accent palette



01 / Get started · Sign-up



02 / Workout Complete



03 / Progress Rings

14

Hi-Fi
Screens

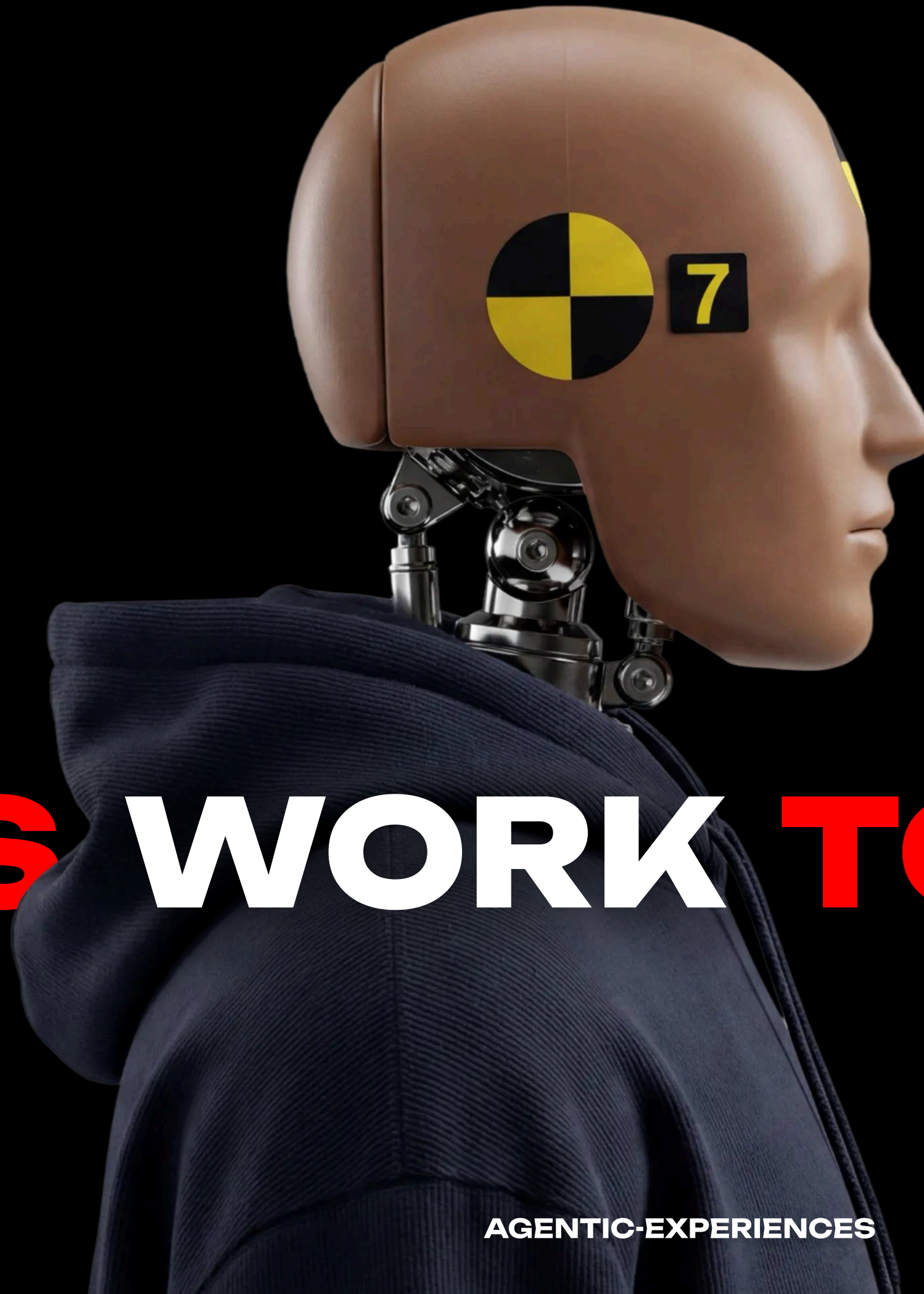
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Core
Flows

1

Design
System

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LET'S WORK TOGETHER

PROBLEM-SOLVER

AGENTIC-EXPERIENCES

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To Screen

FINAL HI-FI SCREENS • PRODUCTION QUALITY

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01 / Get started · Sign-up

02 / Workout Complete

03 / Progress Rings

14

Hi-Fi
Screens

6

Core
Flows

1

Design
System