

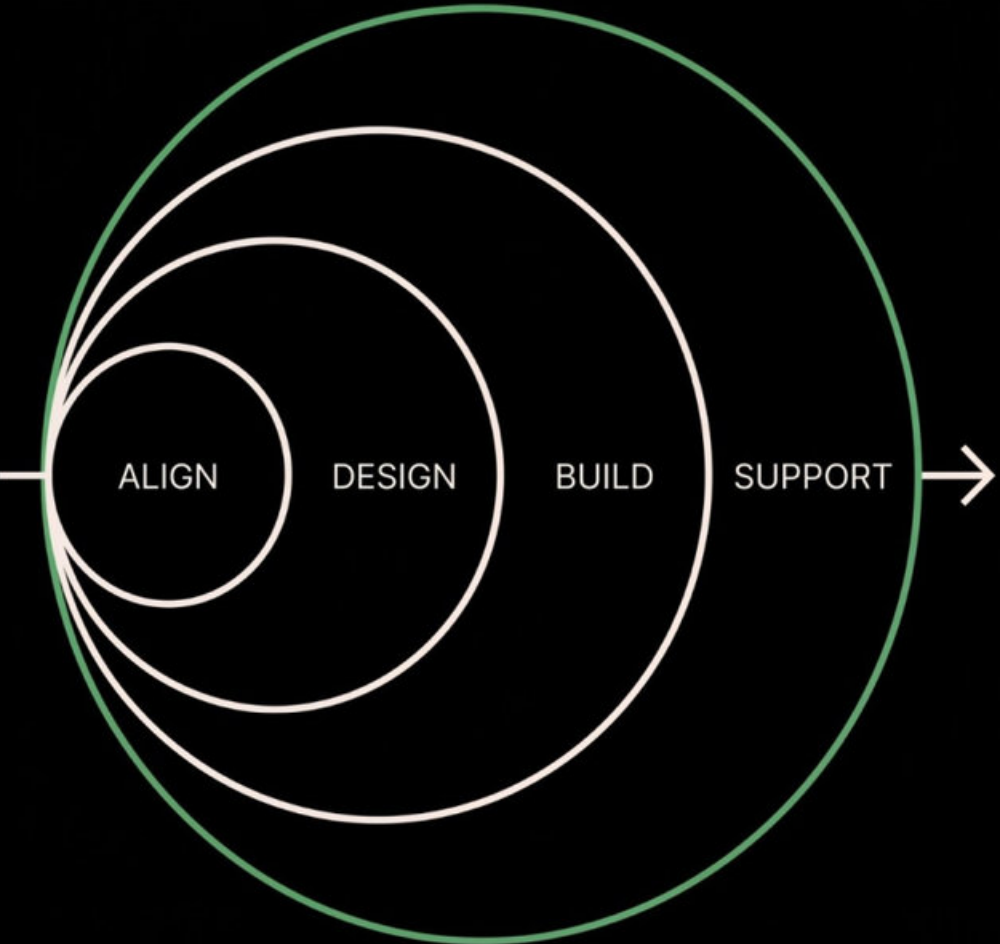
Ruan Visagie

UX / Product designer. Designed by hand. Accelerated by AI. Built to spec in Johannesburg.

CONTENTS

Navigate through the work.

Five case studies across web apps, SaaS, mobile and the studio's own site.



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ABOUT

My path into design isn't conventional. That's exactly what makes it useful.

01 BACKGROUND

Fourteen years leading quality and operations on energy, mining and manufacturing projects taught me that precision isn't optional, and that a system only works if people can actually follow it.

02 FOUNDATION

Test plans, process documentation and ISO 9001 audits trained me to think in systems, design for what breaks, and hand off work clearly enough that nothing gets lost in between.

03 TRANSITION

Since 2025 I've designed end-to-end products for Studio Mos and Malkoppi: research, flows, design systems and developer handoff, built in Figma, Framer and Claude Code.

CAREER

2012 – 2026 14 years in quality and operations · Eduardo Construction

APR 2025 – PRESENT UX / Product Designer · Studio Mos, Malkoppi Creative Development

2012 2014 2016 2018 2020 2022 2024 2026 NOW

EXPERIENCE

Designing products end to end, with a quality manager’s eye.

MAR — JUL 2026 · STUDIO MOS

UX Designer, freelance

Designed a recurring invoices feature: a “Make Recurring” flow, schedule management and pre-send notifications for an SME accounting platform.

CASE STUDY RECURRING INVOICES /30

JAN — MAR 2026 · MALKOPPI

UI/UX Designer, contract

Designed the CULT Fitness iOS app from scratch: a dark-mode design system and 14 hi-fi screens across 6 core flows.

CASE STUDY CULT FITNESS /15

APR — DEC 2025 · STUDIO MOS

UI/UX Designer, freelance

Redesigned a SaaS CRM dashboard (9 flows) and the ClarityHR onboarding platform (16 flows, 8 hi-fi screens).

CASE STUDY CRM /08 CLARITYHR /23

● EDUCATION · 2025

UX Designer, Industrial and Product Design · CodeAcademy

● STUDIO · 2026 — PRESENT

Leads Mantis Studio · Independent design studio, Johannesburg

SKILLS

Skills & expertise.

Each skill points to the case studies where you can see it in the work.

UX / PRODUCT DESIGN

Figma, UX research, wireframing and prototyping, information architecture, interaction design, user flows and stories, usability testing, design systems, developer handoff.

QUALITY & OPERATIONS

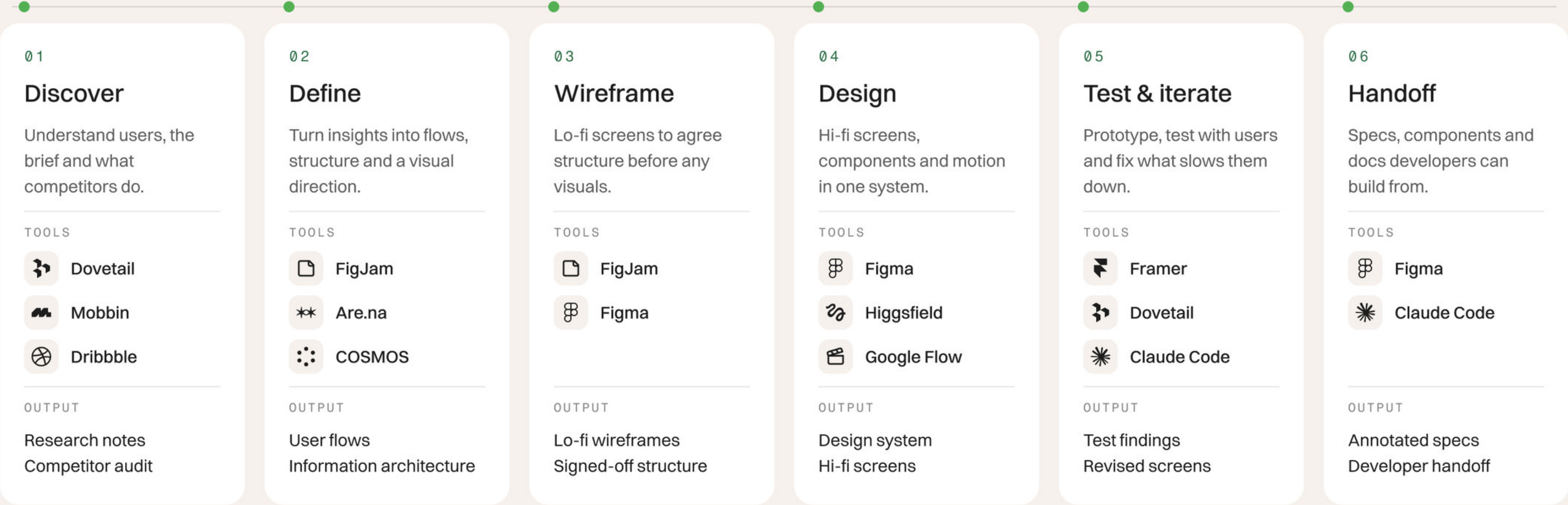
Root cause analysis, process improvement, compliance management, cross-functional leadership, stakeholder and project management.

SKILL		SHOWN IN
01	Responsive design	MANTIS STUDIO /39
02	Project management	MANTIS STUDIO /36
03	Wireframing	CLARITYHR /29 CULT /17
04	Prototyping	MANTIS STUDIO /38
05	UI design	ALL FIVE PROJECTS /13 /19 /27 /34 /39
06	Design systems	CULT /21 CRM /14
07	UX research	CLARITYHR /24 CULT /16
08	Visual identity	MANTIS STUDIO /37

TOOLS & PROCESS

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

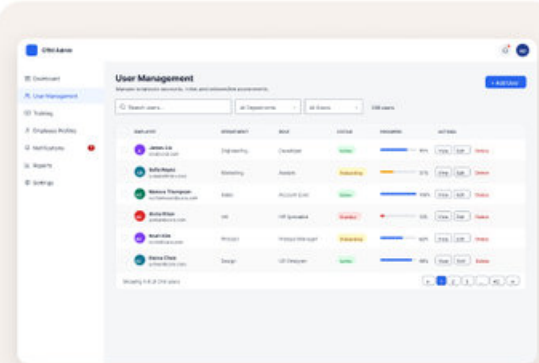
How a project moves: the tools I use at each step, and what each step produces.



SELECTED WORK

Five projects. One way of working.

Web apps, SaaS, mobile and my own studio site: each one audited before it was designed, and documented for handoff.



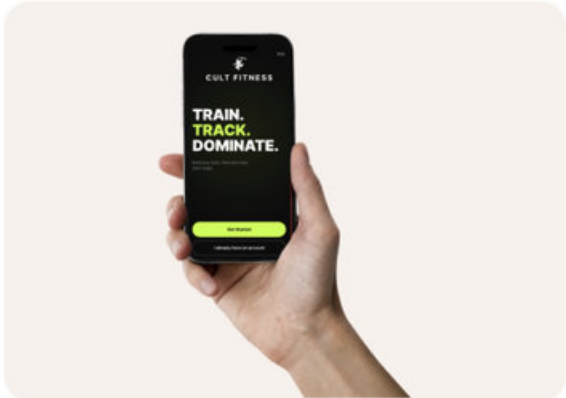
01 · SAAS

CRM Platform

A cluttered SaaS dashboard rebuilt around sidebar-first navigation. 9 user flows, 7 → 2 clicks per task.

CASE STUDY

/08 →



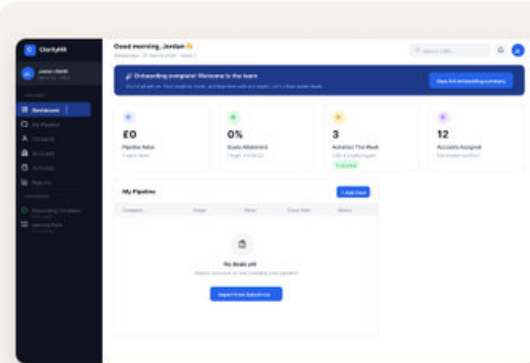
02 · iOS APP

CULT Fitness

A focused fitness app for Malkoppi, designed for the moment of use. 14 hi-fi screens, 6 core flows.

CASE STUDY

/15 →



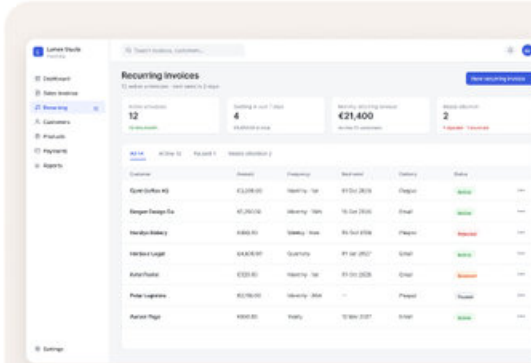
03 · WEB APP

ClarityHR

HR onboarding platform that guides new hires from offer to full productivity. 16 user flows, 8 hi-fi screens.

CASE STUDY

/23 →



04 · SAAS FEATURE

Recurring Invoices

Recurring invoices for an SME accounting platform: automation balanced with error prevention.

CASE STUDY

/30 →



05 · WEBSITE

Mantis Studio

My own studio site: designed, art-directed and built in Next.js in three weeks.

CASE STUDY

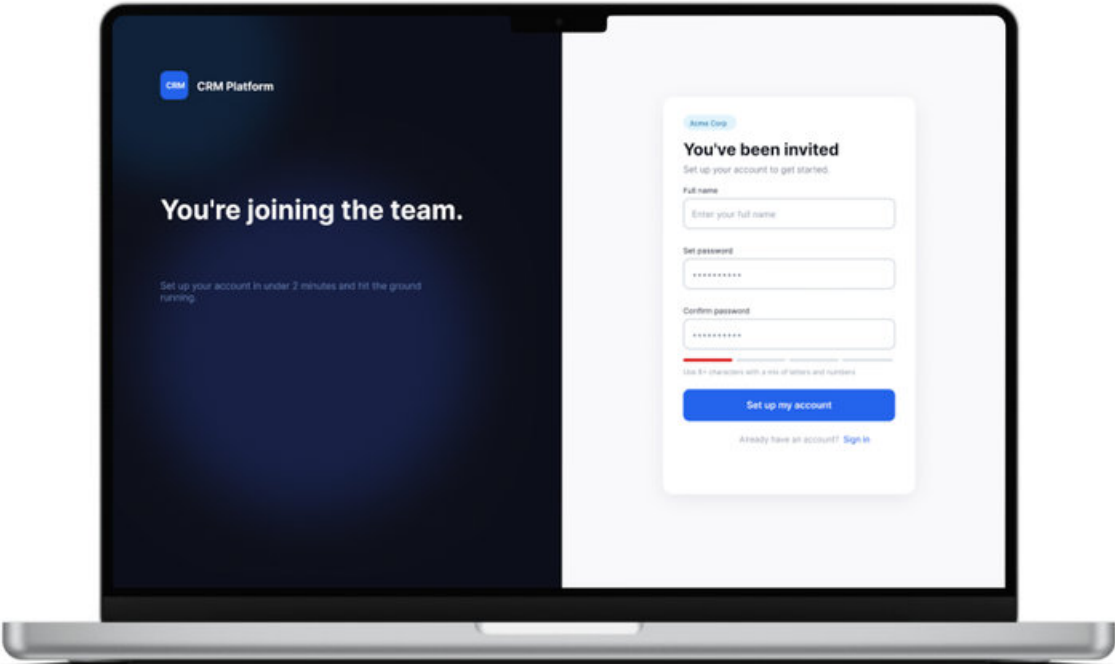
/36 →

PROJECT 01

CRM Platform

Rebuilding a SaaS dashboard from the ground up.

TYPE	SAAS · WEB APP · FULL REDESIGN
SCOPE	9 FLOWS · SIDEBAR-FIRST NAVIGATION
CLIENT	STUDIO MOS
TIMELINE	SEP – DEC 2025
ROLE	UI/UX DESIGNER, FREELANCE
TEAM	PRODUCT DESIGNERS, PM, DEVELOPERS



01 GOAL

Make the dashboard usable again. Employees struggled to sign up, review data or find what they needed.

02 CHALLENGE

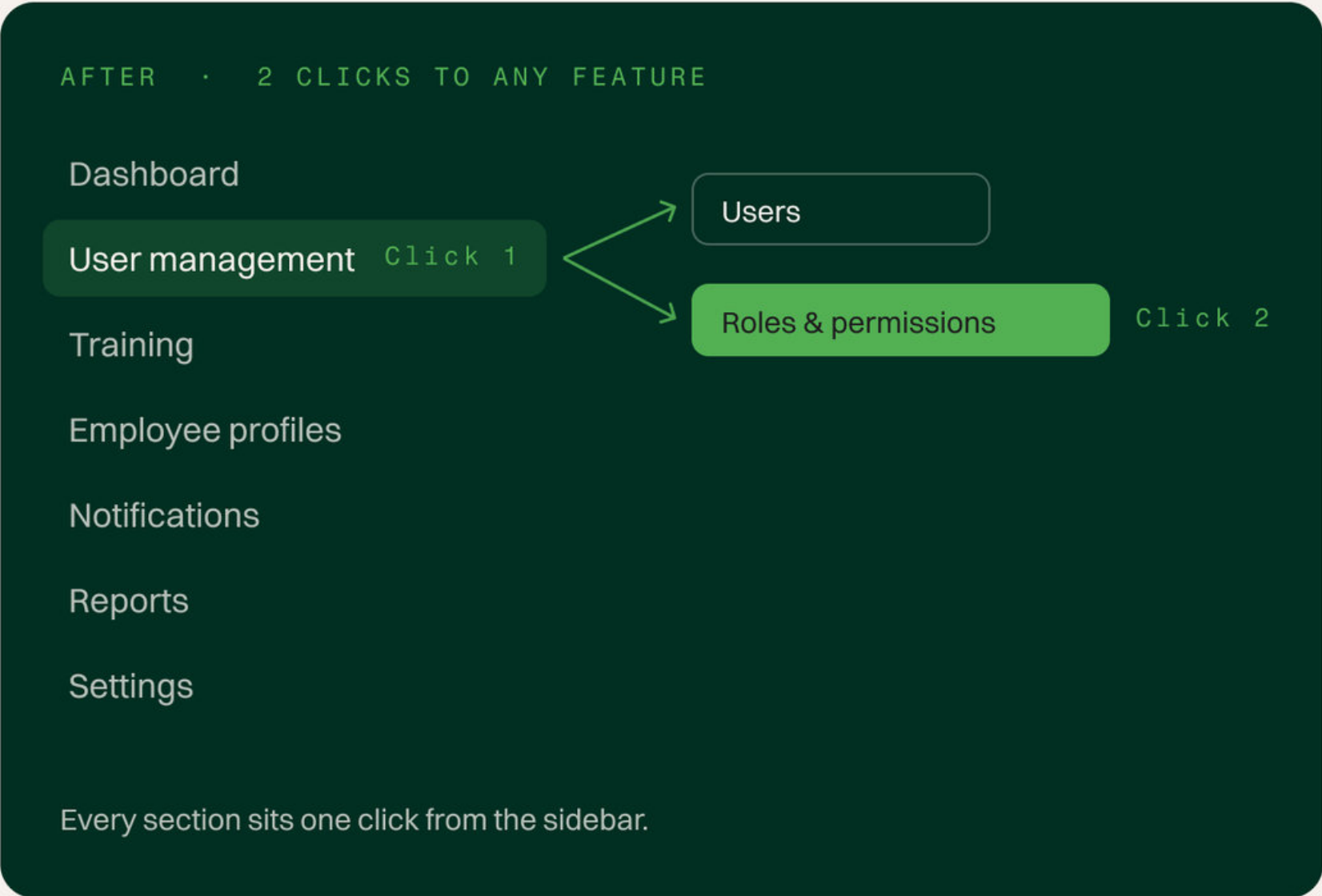
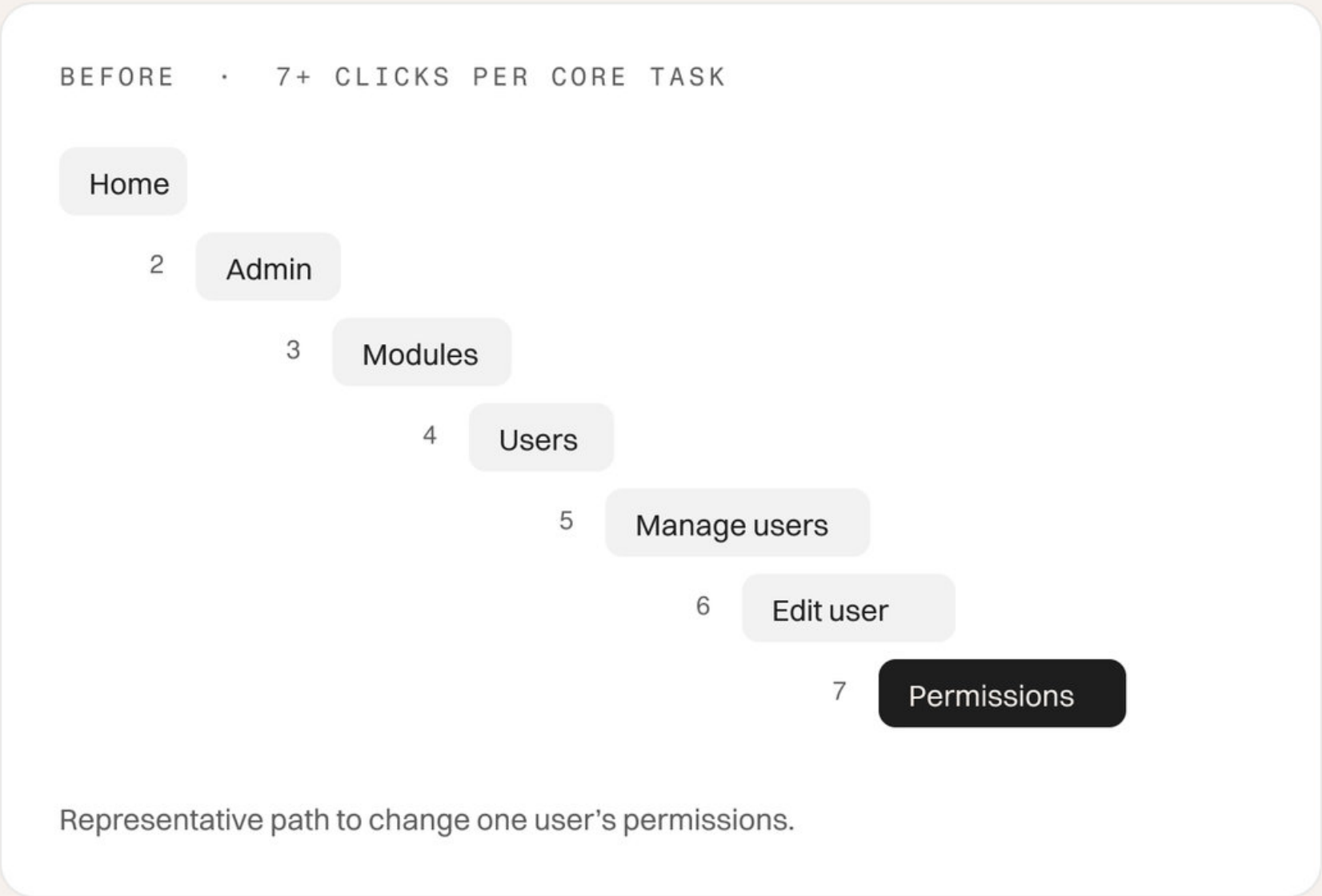
Too many functions and no visual hierarchy: confusing sign-up, hard-to-read tables, buried actions and no consistent visual language.

03 OUTCOME

A redesigned web app: clear dashboards, restructured sign-up, user management, roles and permissions, reports, and a full component system.

Structure first, then surface.

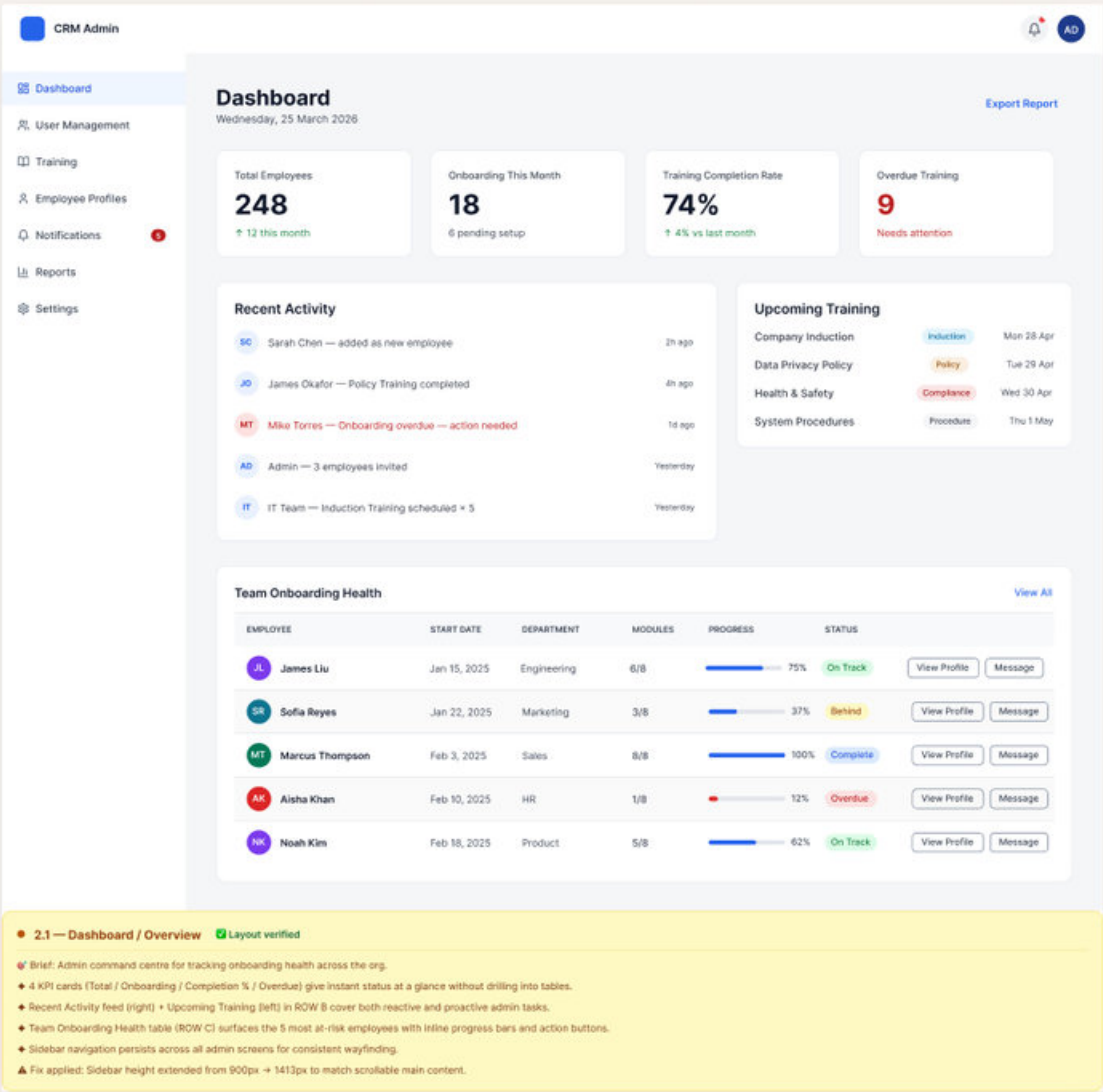
From a cluttered, navigation-heavy dashboard to a flat, task-first system.



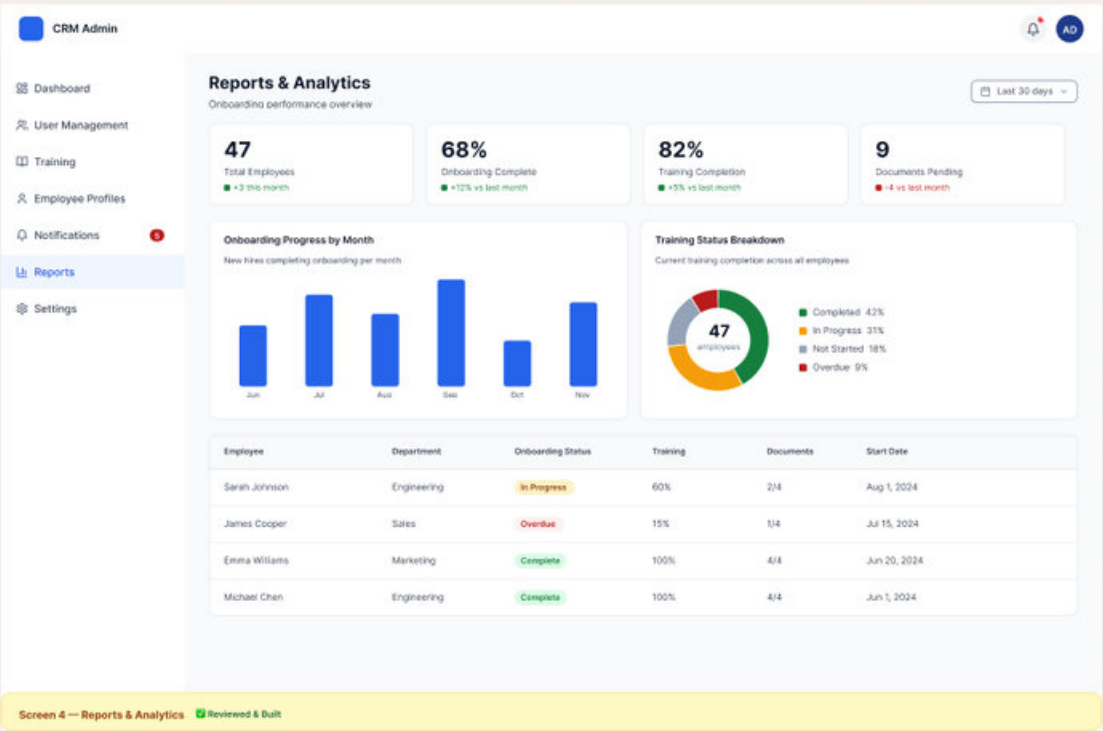
Every flow mapped, every state designed.

Each screen annotated with its UX rationale before build

DASHBOARD

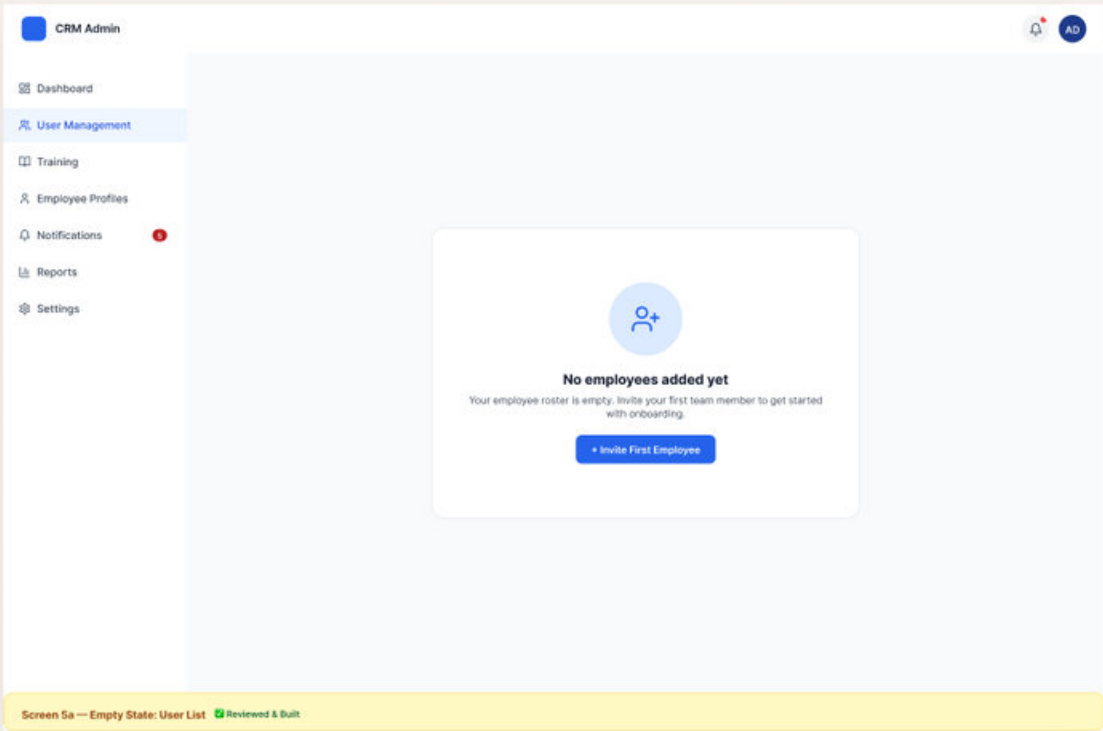


REPORTS & ANALYTICS



KPI cards, monthly onboarding progress and a status table: one view answers “who is behind, and why?”

EMPTY STATES



Every list has a designed empty state with one clear next action: invite, schedule or upload. Nothing is ever a blank screen.

Cluttered and navigation-heavy, then clear and systematic.

BEFORE · THE ORIGINAL SYSTEM

AFTER · THE REDESIGNED SYSTEM

✗ No visual hierarchy: everything competes for attention



✓ A dashboard built around real workflows and tasks

✗ 7+ clicks on average to finish a core task



✓ Sidebar navigation: a flat hierarchy, 2 clicks to any feature

✗ Unrelated features mixed into the same views



✓ Single-purpose views, no context switching

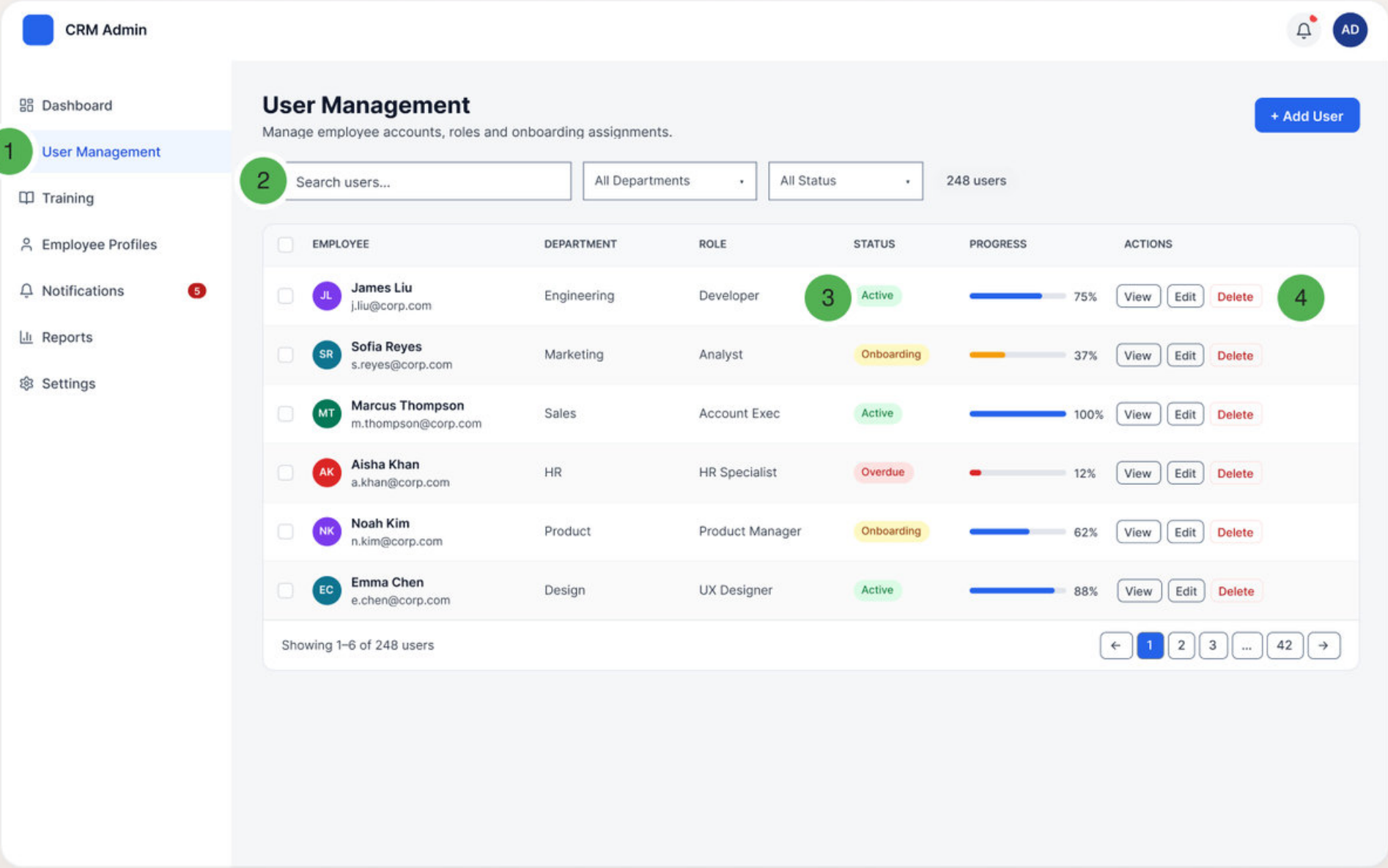
✗ No empty states, error patterns or loading feedback



✓ Empty, error and loading states in every flow

User management, up close.

The screen admins use most, rebuilt so every core task takes two clicks.



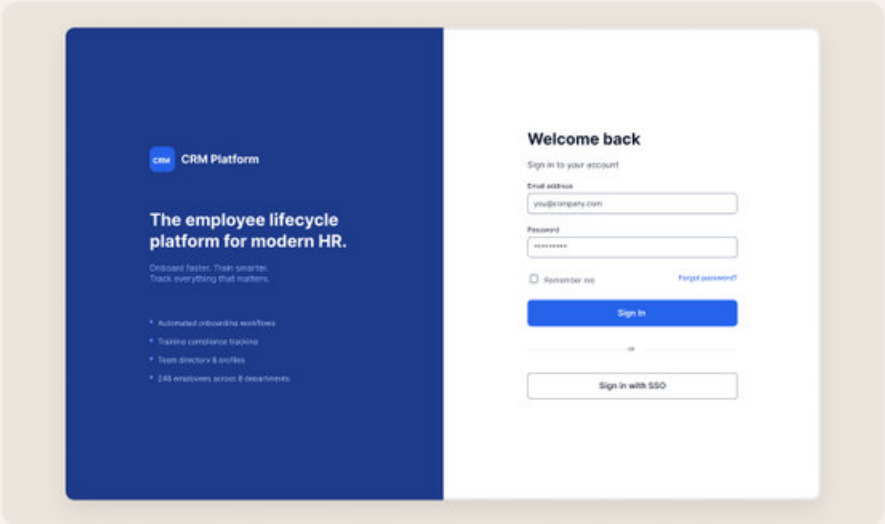
WHAT TO NOTICE

- 1 Sidebar-first navigation**
Every section is one click from anywhere: the core of the 7 → 2 clicks result.
- 2 Find before you scroll**
Search and filters sit above the table, scoped to the list you're in.
- 3 Status you can scan**
Status chips carry text labels, so meaning never relies on colour alone.
- 4 Actions where the data is**
View, edit and delete live on each row instead of in separate admin screens.

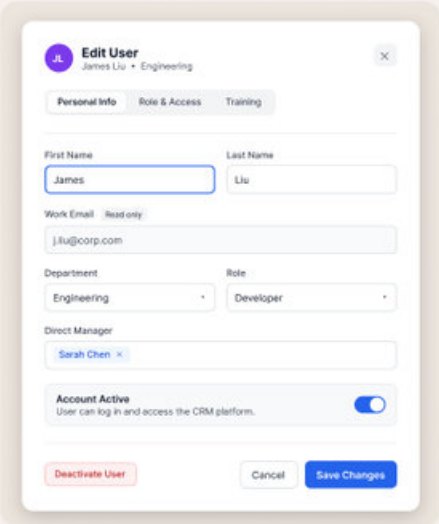
Every screen has one job.

Login → Dashboard → Users → Reports

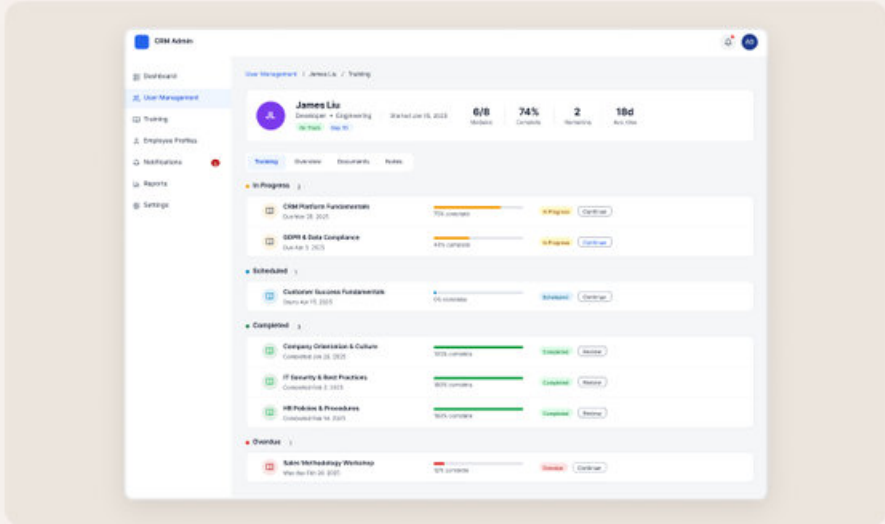
01 WELCOME



03 EDIT PROFILE



05 TRAINING ADMIN



FLows SHOWN

SIGN-UP

Welcome and account creation

01 · 02

PROFILE

Edit and delete a user

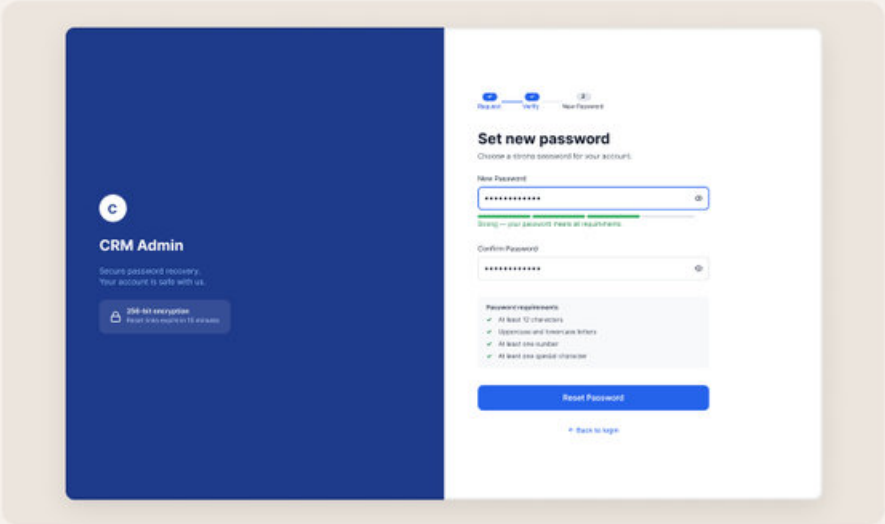
03 · 04

TRAINING

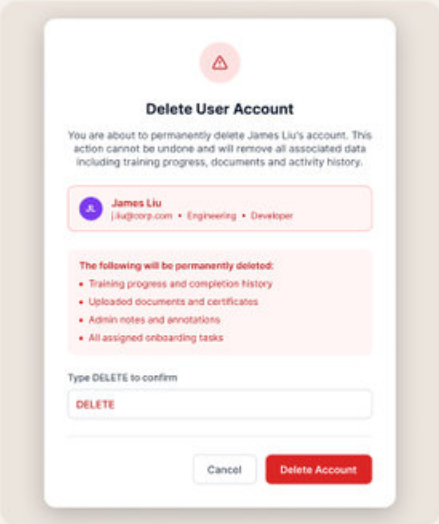
Assign and track training

05 · 06

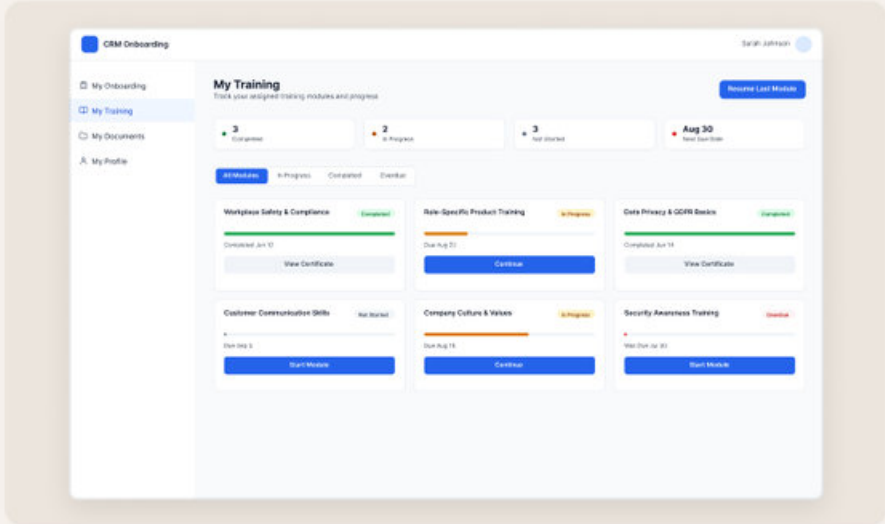
02 CREATE ACCOUNT



04 DELETE USER



06 USER TRAINING



Outcome.

Impact: fewer errors and fewer points of interaction, with every core task down to two clicks.

DELIVERED

- 9 user flows, end to end
- Sidebar-first dashboard system
- Simplified sign-up and onboarding
- Data tables, reports and analytics
- Empty and error states
- Full component library

REFLECTION

Cutting core tasks from 7 clicks to 2 came from removing structure, not adding shortcuts.

Designing every empty and error state up front meant engineering never had to guess, and that's now how I start every product.

~60%

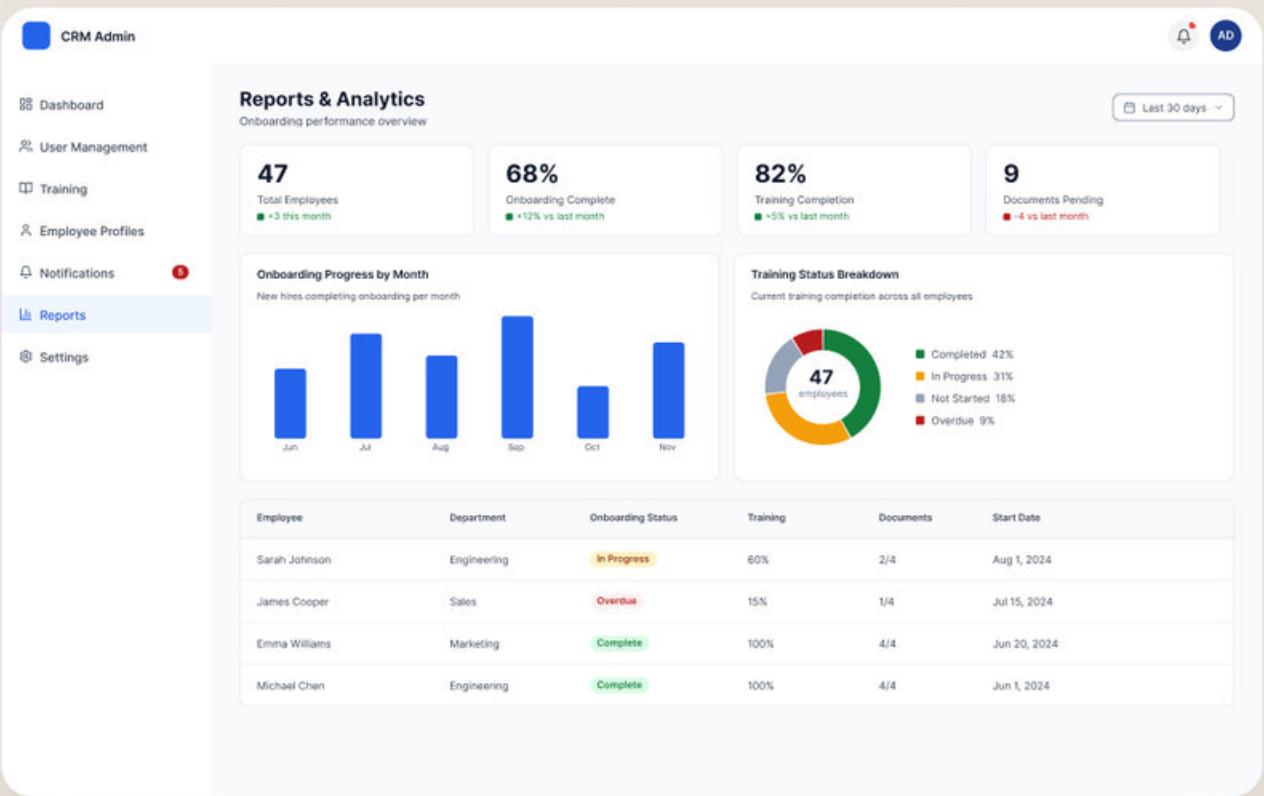
NAVIGATION DEPTH REDUCED

7 → 2

CLICKS PER CORE TASK

100%

ERROR & EMPTY STATE COVERAGE



PROJECT 02

CULT Fitness

A fitness app designed for the moment of use.

TYPE	iOS APP · UI/UX DESIGN · DESIGN SYSTEM
SCOPE	14 HI-FI SCREENS · 6 CORE FLOWS
CLIENT	MALKOPPI CREATIVE DEVELOPMENT
TIMELINE	JAN – MAR 2026
ROLE	UI/UX DESIGNER, CONTRACT
TEAM	PRODUCT DESIGNERS, PM, DEVELOPERS



01 GOAL

Bring workouts, progress, nutrition and profile into one clean, focused experience that works mid-session.

02 CHALLENGE

Existing apps are cluttered and bury the features people use most, right when they’re sweating and need information fast.

03 OUTCOME

A dark-mode design system and 14 hi-fi screens across 6 core flows, iterated from 7 wireframes through a documented discovery process.

Designed for the moment of use.

Research, wireframes and a design system, iterated into 14 production-quality screens.

01 RESEARCH

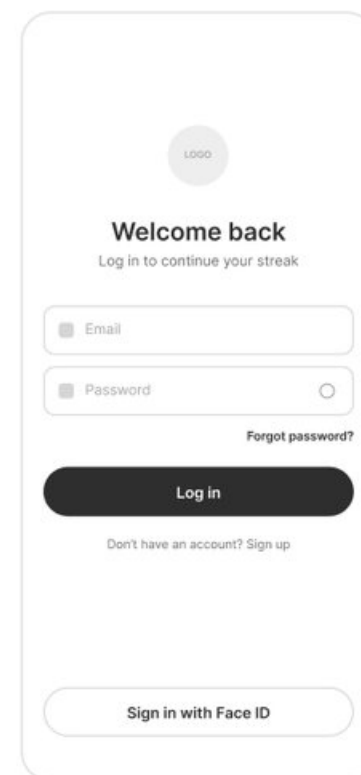
3 competitor apps audited

- Navigation depth
- Workout logging friction
- Progress visibility
- Onboarding drop-off

Mapped where each app makes you stop mid-workout.



02 WIREFRAMES



7 lo-fi wireframes



03 DESIGN SYSTEM



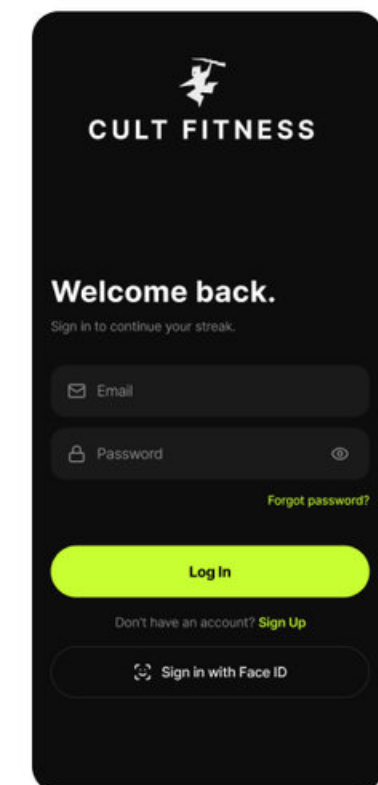
Aa

Inter · custom icon set · component library

Dark mode, built for quick glances mid-workout.



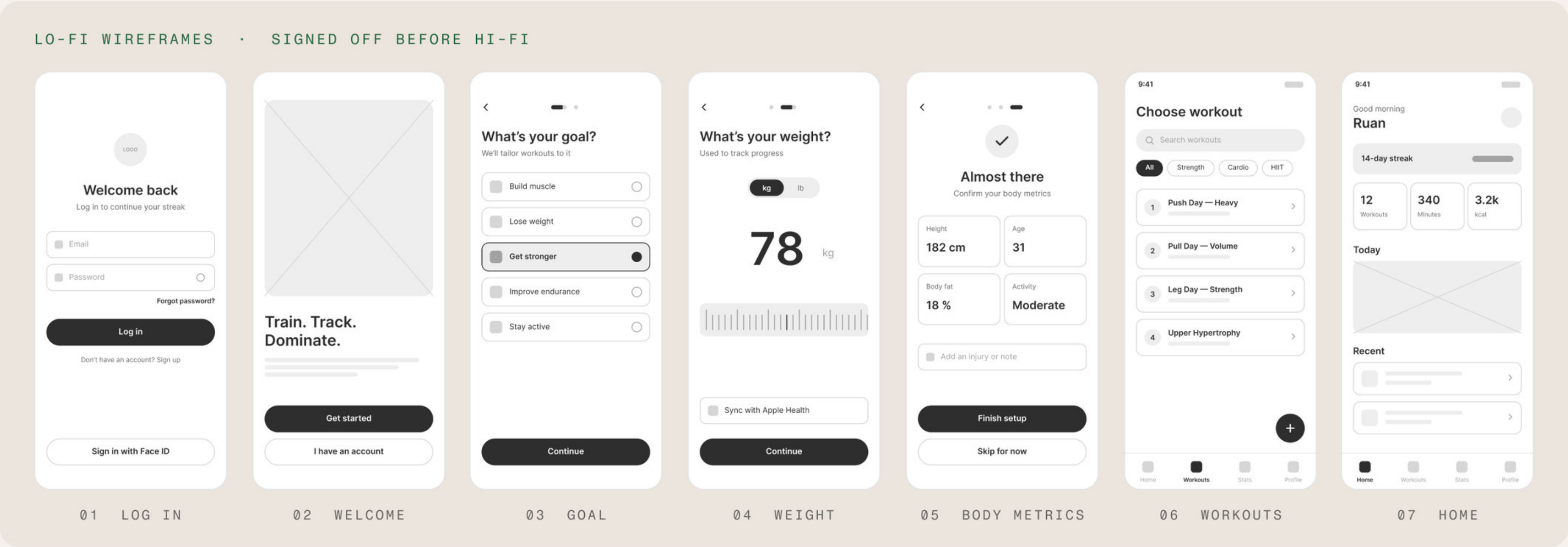
04 HI-FI SCREENS



14 hi-fi screens, 6 core flows

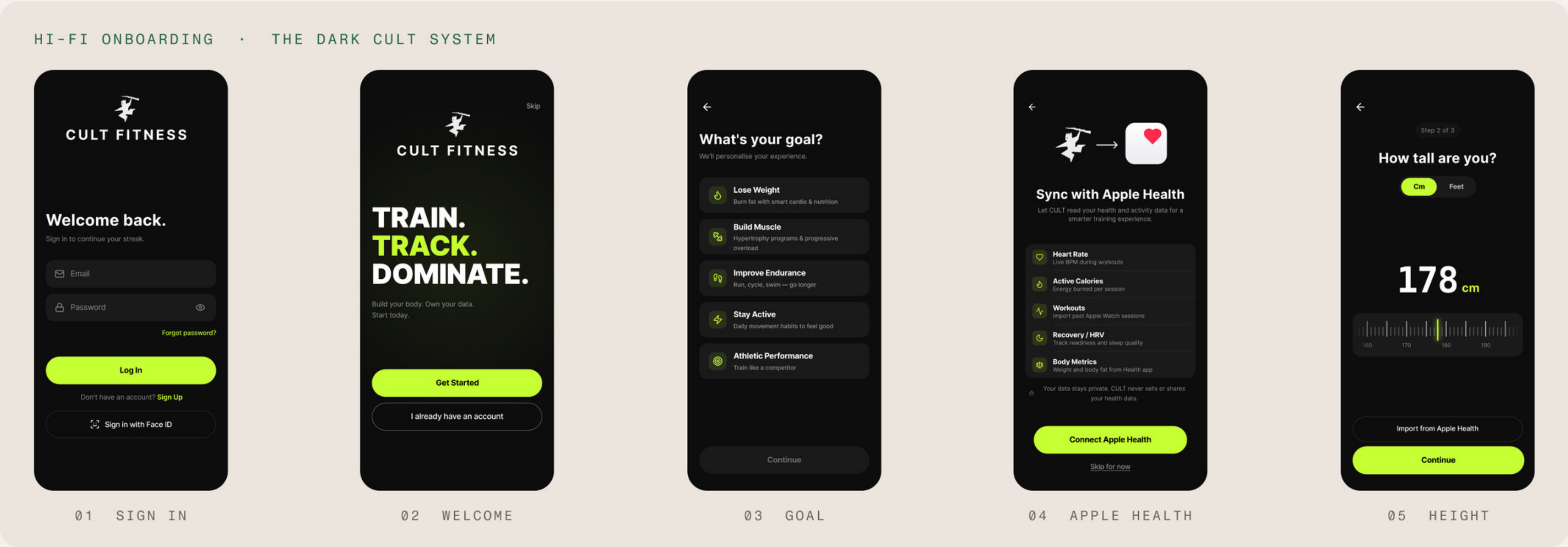
From wireframe.

Seven lo-fi wireframes gave the client the full structure and flow, signed off before any hi-fi work.



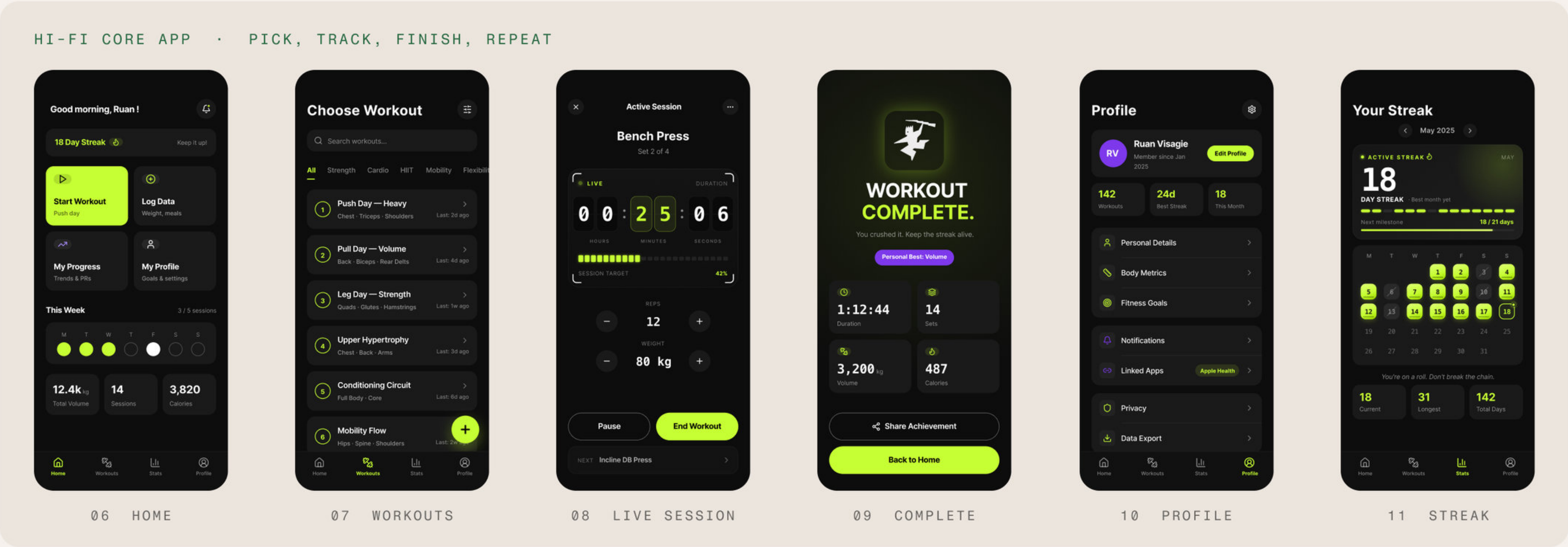
To design.

The wireframes, finished: five onboarding screens from sign-in to body height, in the dark CULT system.



Built for the workout.

The core loop: pick a workout, track it live, finish strong and keep the streak going.



Tested, shared, redesigned.

A small group and a short timeline, but every difficulty users had interacting with the designs fed straight back into the screens.

10

USERS TESTED
on the hi-fi prototype

01 TEST

Ten users worked through the hi-fi designs.

02 SHARE

Every difficulty users hit was communicated to the PM, developers and the product design team.

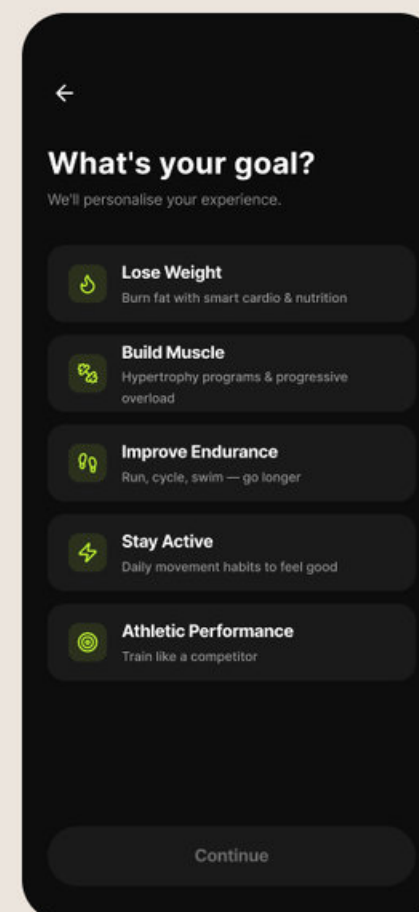
03 REDESIGN

The screens people struggled with were rebuilt around what they needed to finish the task.

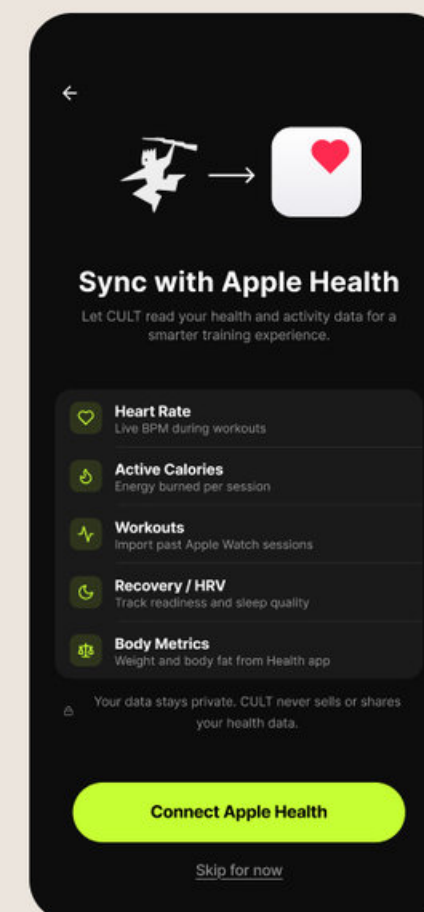
04 RESULT

A faster onboarding flow and fewer interaction points, so users make fewer errors mid-workout.

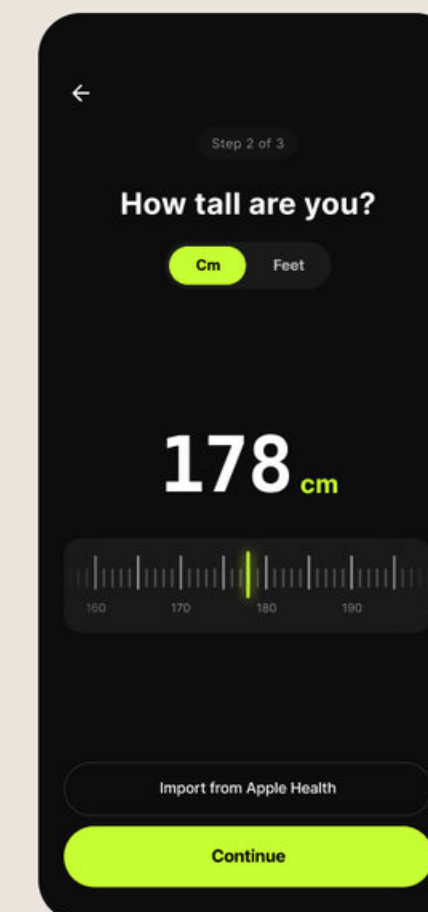
AFTER TESTING · SHIPPED SCREENS



03 GOAL



04 APPLE HEALTH



05 HEIGHT

Design system.

Sampled from the hi-fi screens: one lime accent for primary actions, violet kept for achievements.

COLOUR TOKENS

Base
#0D0D0D

Surface
#1A1A1A

Lime
#B2F702

Violet
#8E43F0

Text
#FFFFFF

TYPE SCALE · INTER + MENLO

Welcome back.

HEADING · INTER BOLD 24

Push Day — Heavy

TITLE · INTER SEMI BOLD 16

Sign in to continue your streak.

BODY · INTER REGULAR 14

CHEST · TRICEPS · SHOULDERS

CAPTION · INTER MEDIUM 11

00:25:06

DATA · MENLO BOLD 40, TABULAR

BUTTONS · SECONDARY / PRIMARY

Pause

End Workout

BUTTON · FULL WIDTH

NEXT

Incline DB Press

>

INPUTS · EMAIL / PASSWORD

Email

Password

TAB BAR · ACTIVE: HOME

Home

Workouts

Stats

Profile

ACTION TILES

Start Workout

Push day

Log Data

Weight, meals

My Progress

Trends & PRs

My Profile

Goals & settings

STAT CARDS

12.4k_{kg}

Total Volume

14

Sessions

3,820

Calories

LIVE TIMER

LIVE

DURATION

00:25:06

HOURS MINUTES SECONDS

SESSION TARGET 42%

STREAK CALENDAR

M T W T F S S

1 2 3 4

5 6 7 8 9 10 11

12 13 14 15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30 31

Outcome.

Impact: a faster onboarding flow and fewer interaction points, so users make fewer errors mid-workout.

DELIVERED

- 7 lo-fi wireframes
- 14 production-quality hi-fi screens
- Onboarding: goal, weight, body metrics
- Workout tracking and active sessions
- Progress and streak views
- Dark-mode design system
- User testing with 10 users, screens redesigned

REFLECTION

Designing for someone mid-set changed every decision: bigger targets, fewer words, one primary action per screen.

Testing with 10 users showed where they struggled, and rebuilding those screens around their needs is what made the app work in the moment it's used.

14

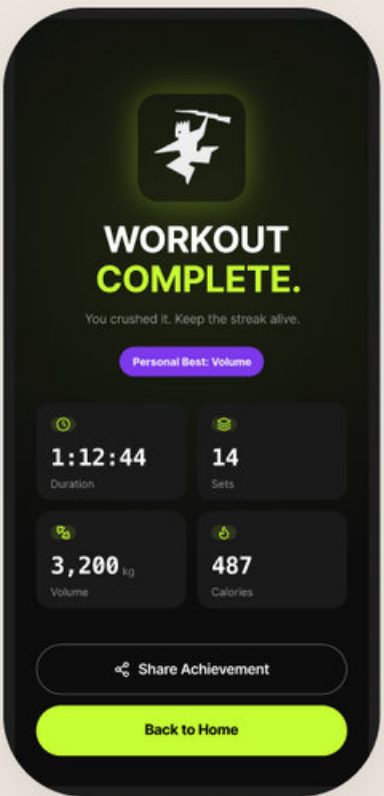
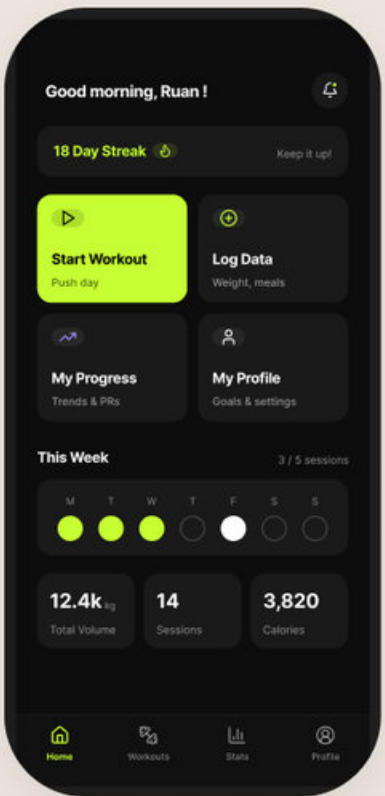
HI-FI SCREENS

6

CORE FLOWS

10

USERS TESTED

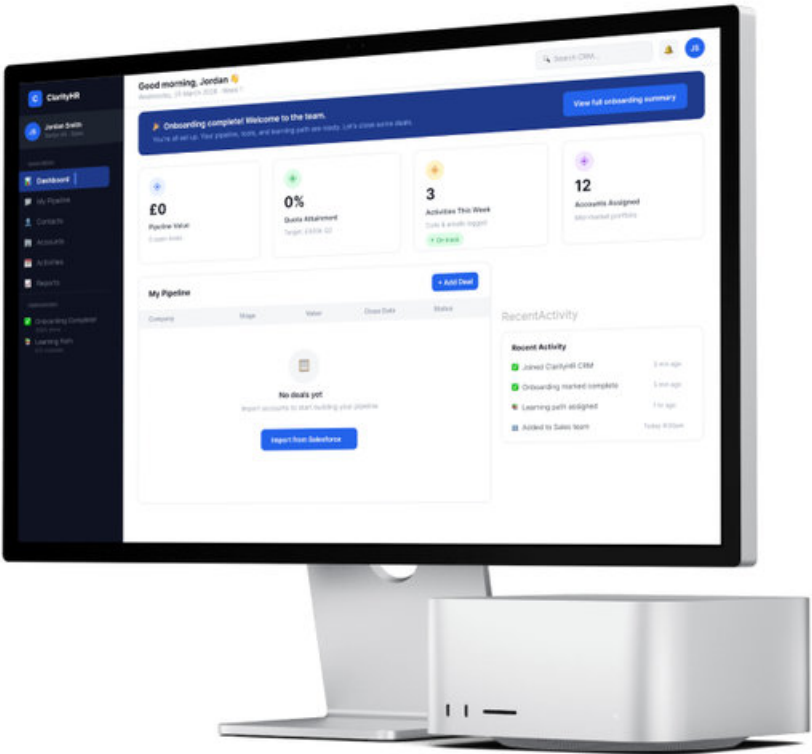


PROJECT 03

ClarityHR

Redesigning the employee onboarding experience.

TYPE	HR · WEB APP · UI/UX DESIGN
SCOPE	16 FLOWS · 8 HI-FI SCREENS
CLIENT	STUDIO MOS
TIMELINE	APR – SEP 2025
ROLE	UI/UX DESIGNER, FREELANCE
TEAM	PRODUCT DESIGNERS, PM, DEVELOPERS



01 GOAL

Fix a broken onboarding process. New hires were overwhelmed, unclear on their role and disengaged before their first week was done.

02 CHALLENGE

No structured journey. Profile setup, team intros, training and tool access lived in disconnected emails and spreadsheets.

03 OUTCOME

A full onboarding platform: 16 user flows from authentication to a unified dashboard, lo-fi wireframes and 8 hi-fi screens.

Research & insights.

Six friction points from discovery shaped all 16 flows.

COMPETITIVE AUDIT · 5 HRM PLATFORMS

BambooHR: too many tabs on day one.

Workday: 11+ steps to a first login.

Gusto: payroll first, onboarding second.

Monday HR: no dedicated HR flows.

Rippling: rich features, no guided journey.

HOW MIGHT WE

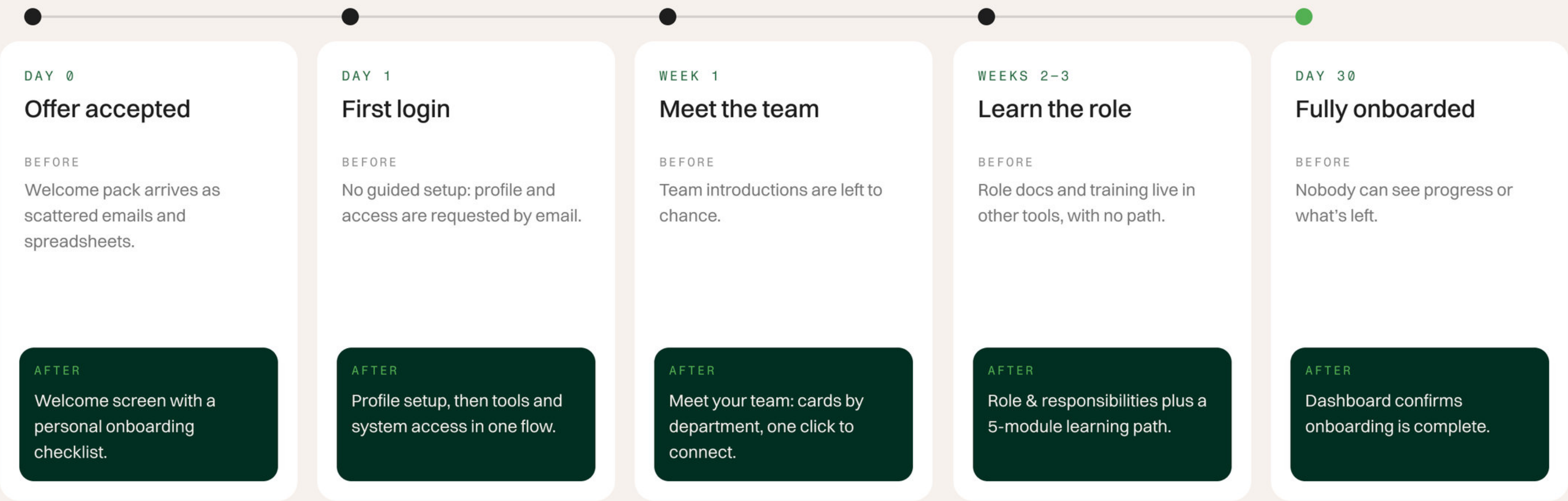
Give every new employee a clear, structured journey, from offer acceptance to a confident first 30 days?

SIX FRICTION POINTS FROM DISCOVERY

- 01 No guided journey existed
- 02 Role documentation was manual
- 03 Team introductions were absent
- 04 Learning paths lived elsewhere
- 05 Zero progress indicators
- 06 Day-one anxiety was universal

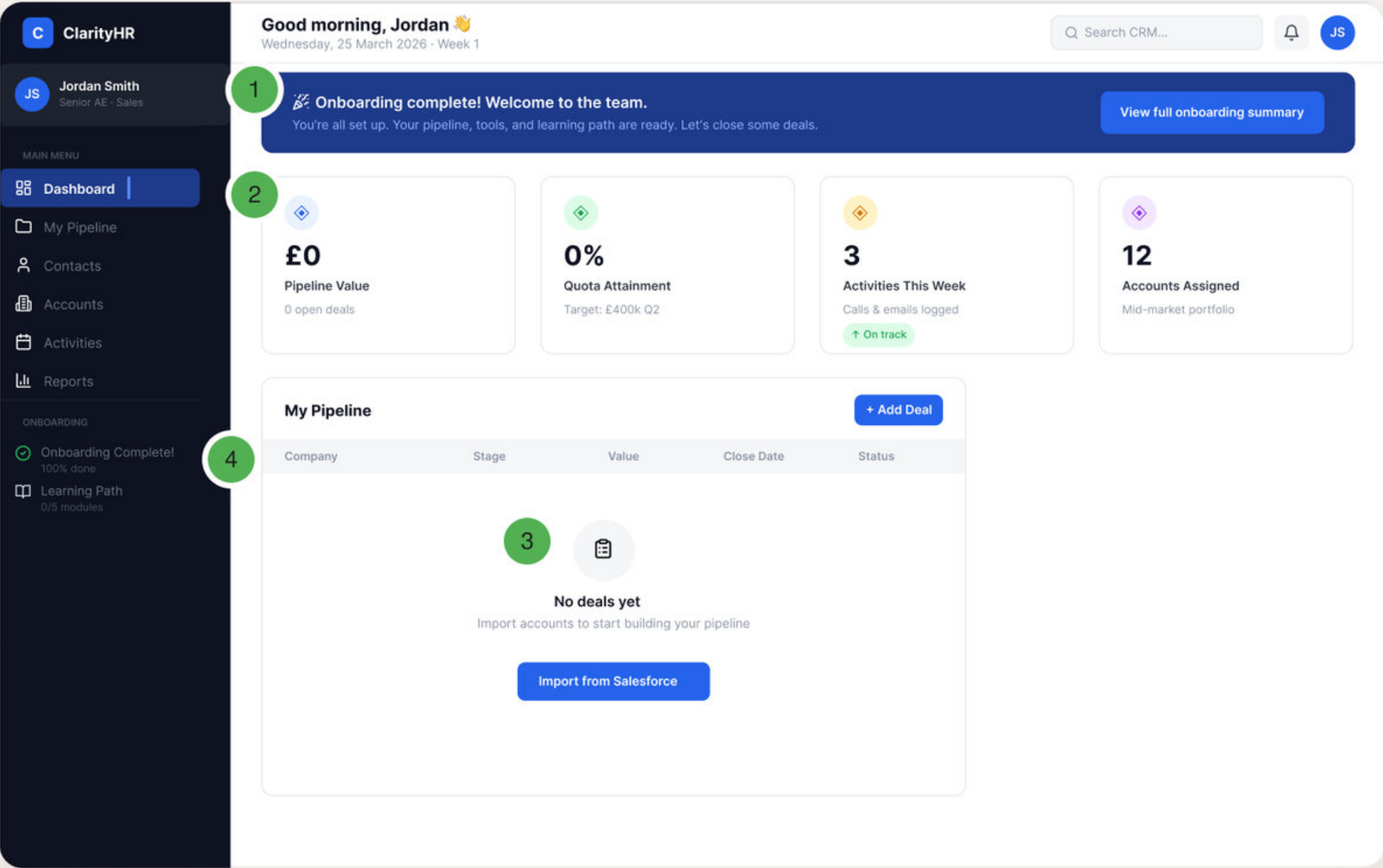
Understood before it was designed.

Four steps from a scattered process to a structured, 30-day onboarding journey.



Day 30, up close.

The final screen of the onboarding journey: where a new hire lands once everything is done.

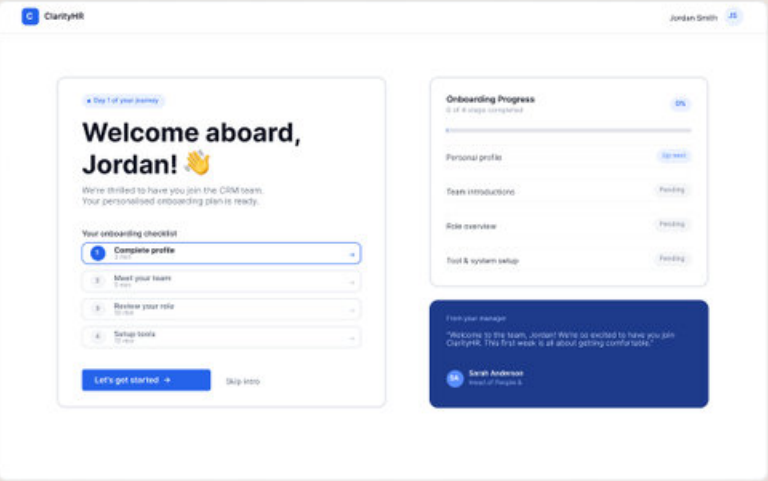


WHAT TO NOTICE

- 1 Journey closes with a next step**
A completion banner confirms day 30 and links to a full summary, so nobody is left guessing.
- 2 Status at a glance**
Four KPI cards answer the first-week questions: pipeline, quota, activity and accounts.
- 3 Empty, not broken**
No deals yet? The table explains why and offers one clear action: import from Salesforce.
- 4 Progress stays reachable**
Onboarding and the learning path stay in the sidebar after day 30, with completion shown.

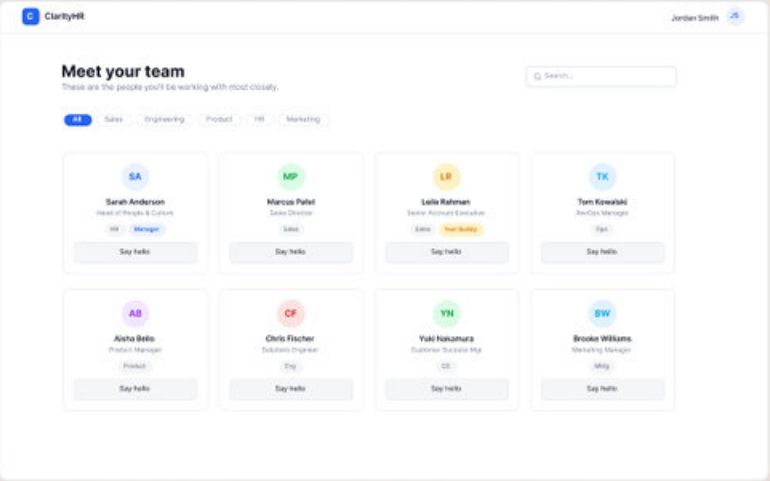
From first login to fully onboarded.

Four steps of the journey; profile setup, learning path and dashboard are shown in detail on the testing, outcome and spotlight slides.



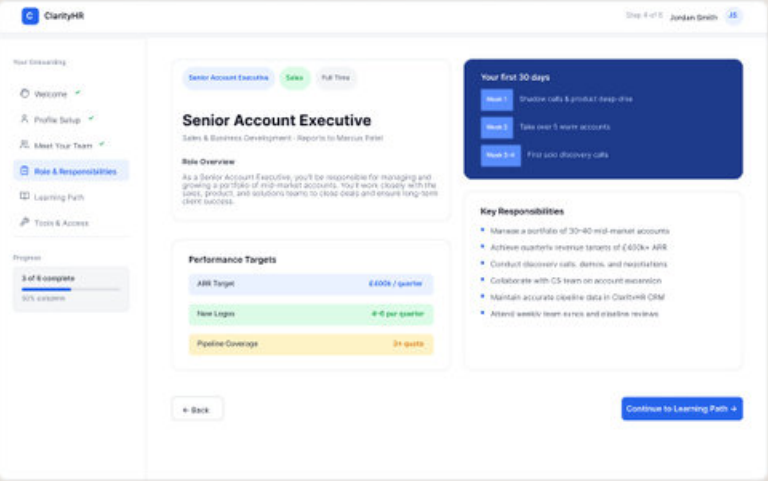
02

WELCOME



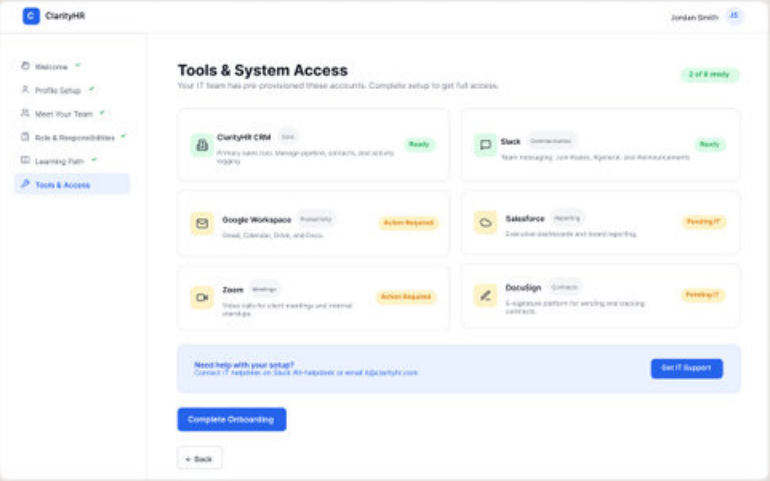
04

MEET YOUR TEAM



05

ROLE & RESPONSIBILITIES



07

TOOLS & ACCESS

Tested, shared, redesigned.

Testing ran on a tight project timeline, so the goal was simple: find where users got stuck and fix those screens.

25–30

USERS TESTED
on the hi-fi prototype

01

TEST

A group of 25–30 users worked through the hi-fi designs.

02

SHARE

Every difficulty users hit was communicated to the PM, developers and the product design team.

03

REDESIGN

The screens people struggled with were rebuilt around what they needed to finish the task.

04

RESULT

Faster onboarding, with fewer errors and fewer points of interaction for new hires.

AFTER TESTING · SHIPPED SCREENS

ClarityHR

Jordan Smith JS

1 Welcome

2 Profile

3 Meet Team

4 Your Role

5 Learning

6 Tools

Set up your profile:

This information will be visible to your colleagues and manager. Add a photo to make it personal.

- Use a professional photo
- Keep bio under 100 words
- Add your pronouns if you'd like

Profile photo

Upload photo

JPG, PNG or GIF, Max 2MB.

First name

Jordan

Last name

Smith

Job title

Senior Account Executive

Department

Sales & Business Development

Start date

01 / 04 / 2026

Reporting manager

Sarah Anderson

Short bio (optional)

Tell your team a little about yourself...

Pronouns (optional)

Select pronouns...

Office location

London, UK

← Back

Save draft

Save & Continue →

03

PROFILE SETUP

Outcome.

Impact: faster onboarding for new hires, with fewer errors and fewer steps to get set up.

DELIVERED

- 16 user flows, end to end
- Lo-fi wireframe library
- 8 hi-fi screens, splash to dashboard
- Reusable component system
- Annotated developer handoff
- User testing with 25–30 users, screens redesigned

REFLECTION

Mapping the first 30 days showed the problem wasn't missing features but missing order.

Testing with 25–30 users showed where people got stuck, and redesigning those screens around what they needed taught me real user empathy.

16

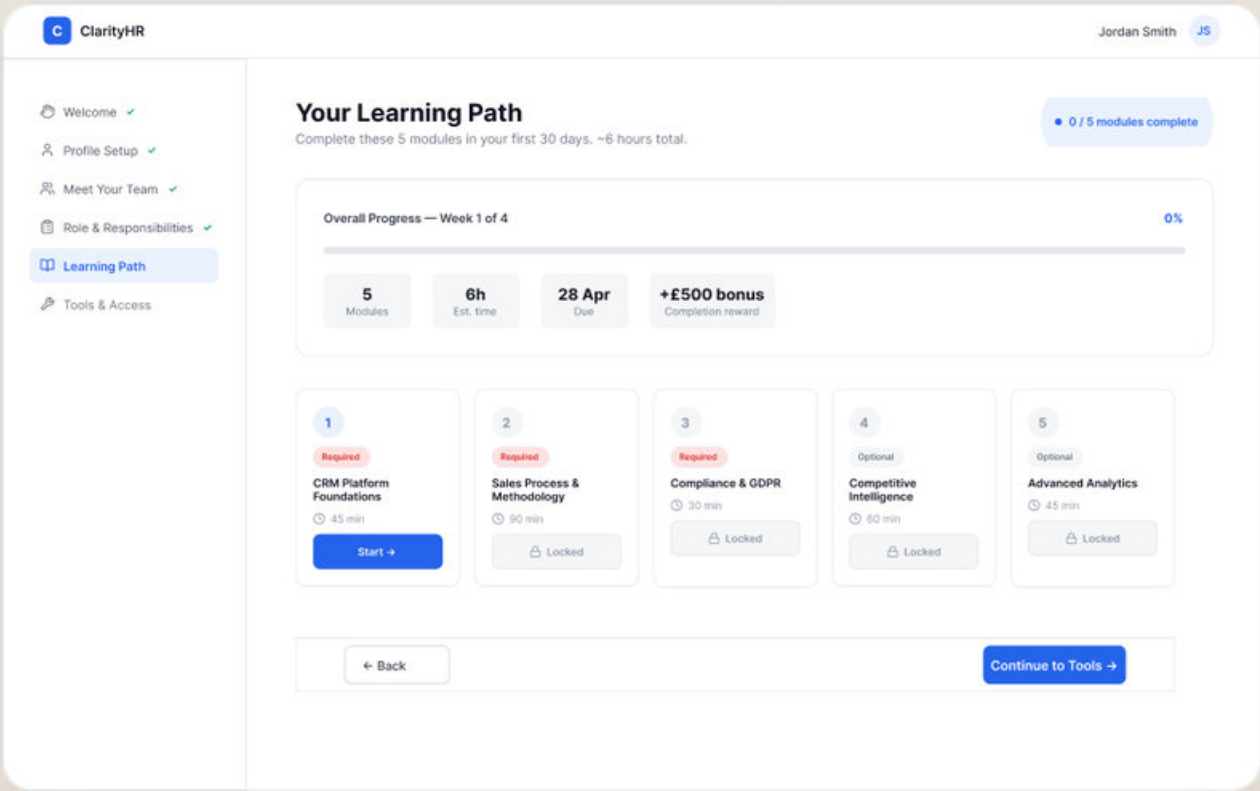
USER FLOWS

25–30

USERS TESTED

6

FRICTION POINTS
ADDRESSED

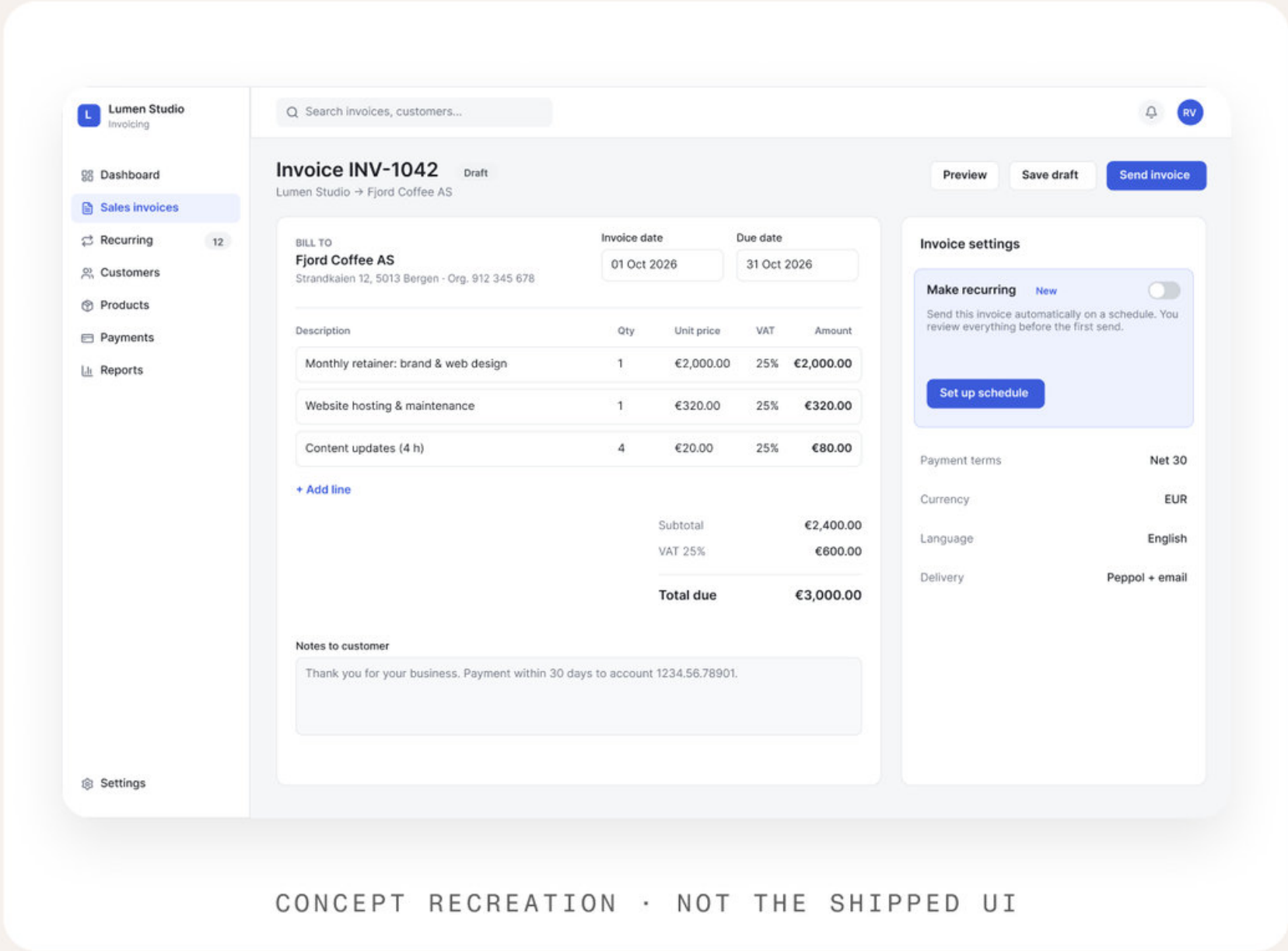


PROJECT 04

Recurring Invoices

Recurring invoices for an SME accounting platform.

TYPE	SAAS FEATURE · UX DESIGN · ACCOUNTING
SCOPE	MAKE RECURRING · SCHEDULES · ALERTS
CLIENT	STUDIO MOS
TIMELINE	MAR – JUL 2026
ROLE	UX DESIGNER, FREELANCE
TEAM	PRODUCT DESIGNERS, PM, DEVELOPERS



CONCEPT RECREATION · NOT THE SHIPPED UI

01 GOAL

Let small businesses automate repeat invoices without losing control of what gets sent, to whom, and when.

02 CHALLENGE

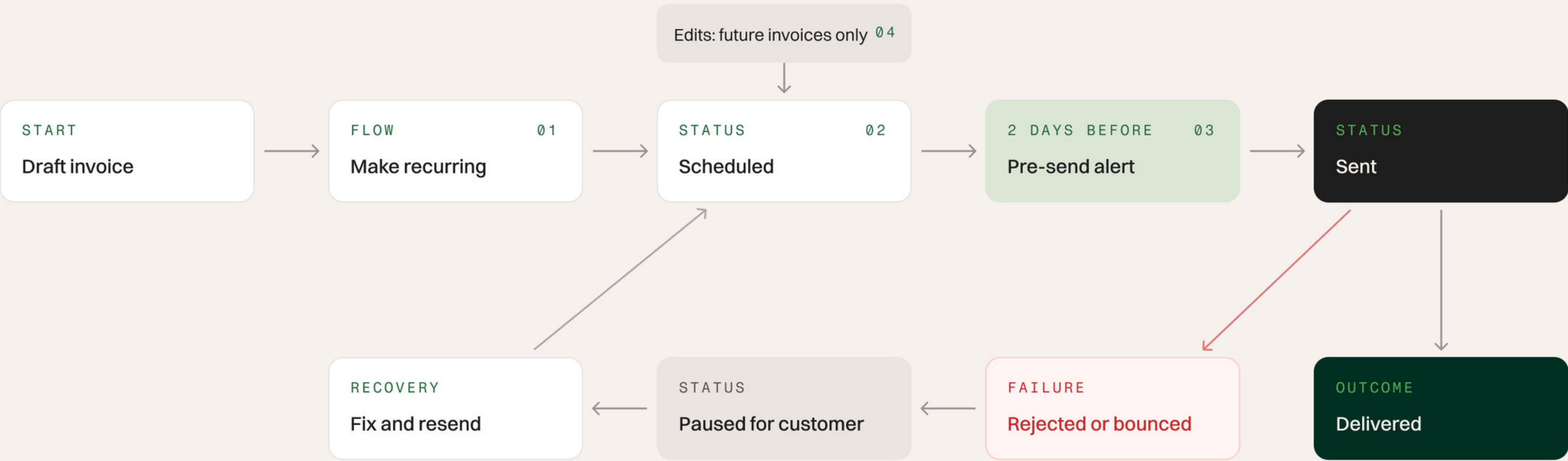
Automation can quietly send the wrong invoice. The feature had to extend the existing invoice creator and still handle rejections, bounces and edits safely.

03 OUTCOME

A “Make Recurring” flow, a schedule management view and pre-send notifications, plus failure states for Peppol rejections and email bounces.

Automation that stays in your control.

New surfaces inside an existing invoicing product, designed around never sending the wrong invoice.



Numbers mark the four surfaces designed: 01 make recurring · 02 schedules · 03 pre-send alerts · 04 safe edits.

Designing for what breaks.

Four ways recurring invoicing can go wrong, and the screen that handles each one.

WHAT CAN GO WRONG

HOW THE DESIGN RESPONDS

SCREEN

⊗ A Peppol e-invoice is rejected



Status in the title, a plain-language cause, ranked fixes and a timestamped delivery log.

07 PEPPOL REJECTION

⊗ An invoice email bounces



The schedule pauses for that customer only, with one clear path to fix and resend.

07 SAME PATTERN

⊗ An edit changes invoices already sent



Edits apply forward only. Sent invoices are never rewritten, and the user sees which runs change.

08 FORWARD-GOING EDIT

⊗ Automation sends without anyone noticing

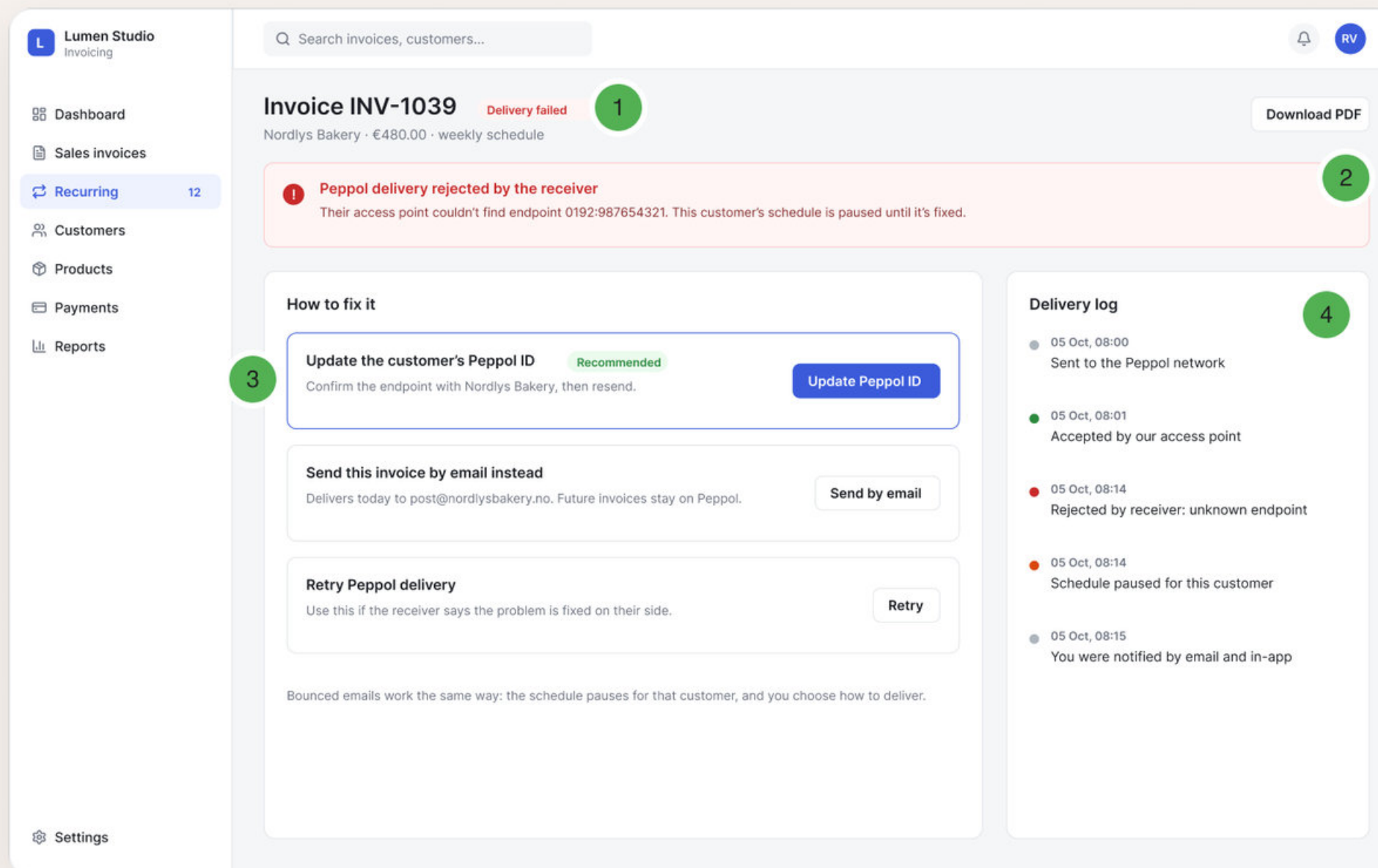


A pre-send alert two days before every run, with time to pause, edit or skip.

06 PRE-SEND ALERT

When delivery fails, up close.

Concept recreation · not the shipped UI. How a Peppol rejection is explained and resolved.

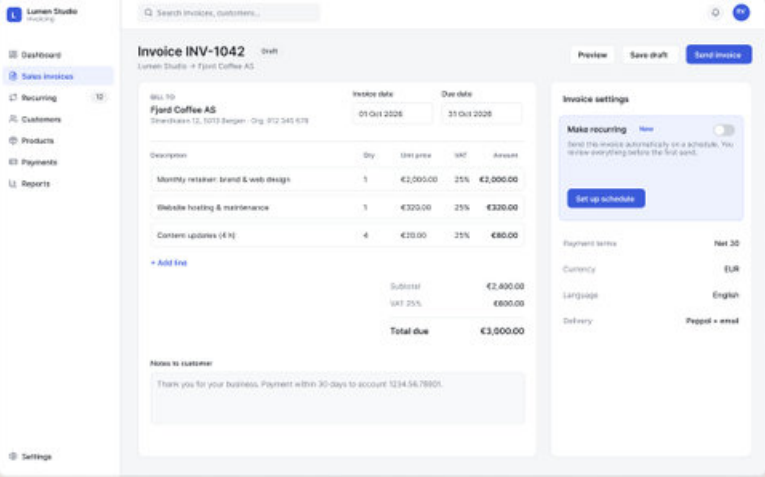


WHAT TO NOTICE

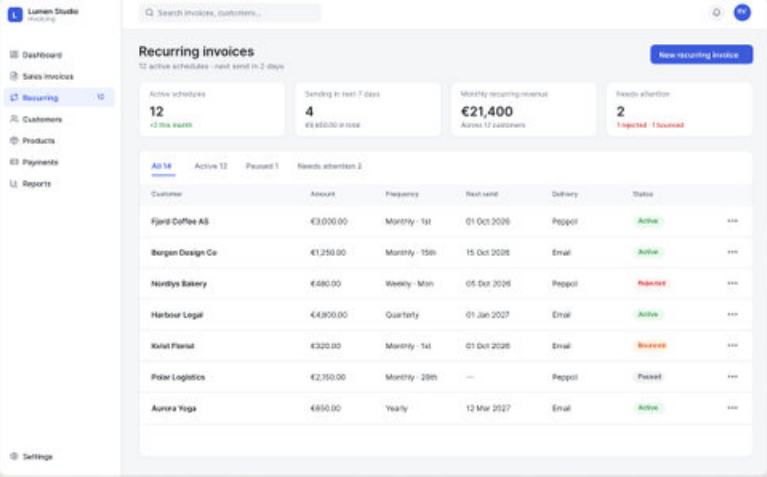
- 1 Status in the title**
The invoice says what went wrong before you read anything else.
- 2 Plain-language cause**
The banner names the problem and what was paused, without leading with error codes.
- 3 Ranked fixes**
Three ways forward, the recommended one first, each with its own action.
- 4 A full delivery log**
Every step from send to rejection is timestamped, so support never has to guess.

From one invoice to a safe schedule.

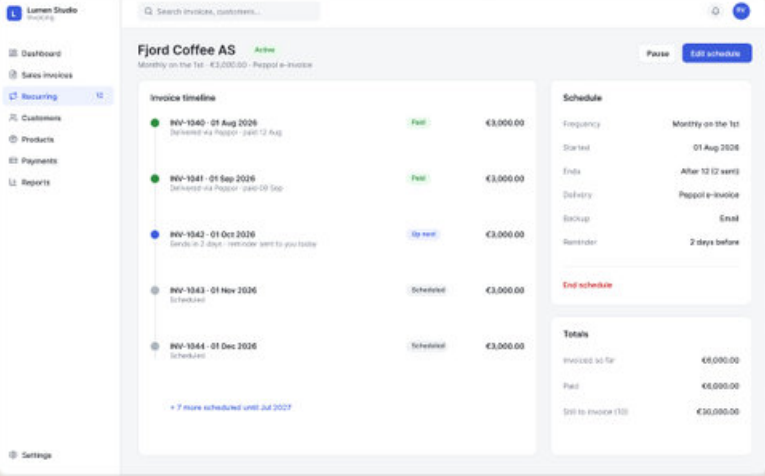
Concept recreation · not the shipped UI



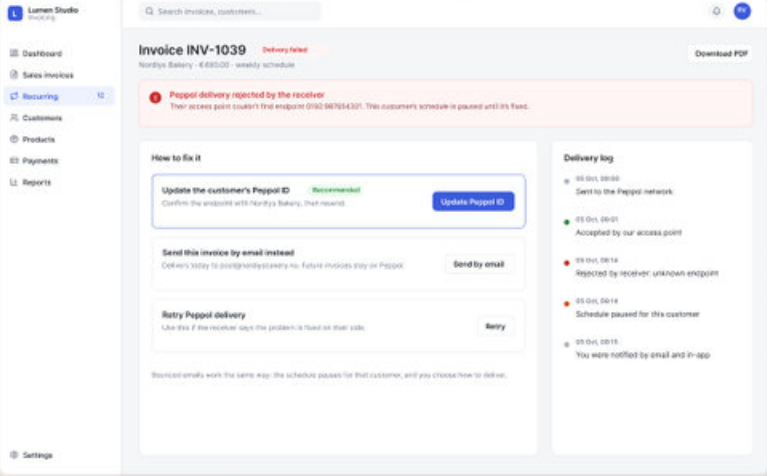
01
MAKE RECURRING



04
SCHEDULE LIST



05
SCHEDULE DETAIL



07
PEPPOL REJECTION

Outcome.

Automation people can trust: every send is visible before it happens, and every failure has a way back.

DELIVERED

- 4 surfaces: make recurring, schedules, alerts, safe edits
- 8 key screens inside the existing invoice creator
- 3 failure states: Peppol rejection, bounce, edit
- Studio Mos · UX designer, freelance · Mar – Jul 2026

REFLECTION

Automation only works if people trust it, so the failure states mattered more than the happy path.

Starting from “what could go wrong” shaped the whole flow, and next time I’d bring real support tickets into discovery from day one.

4

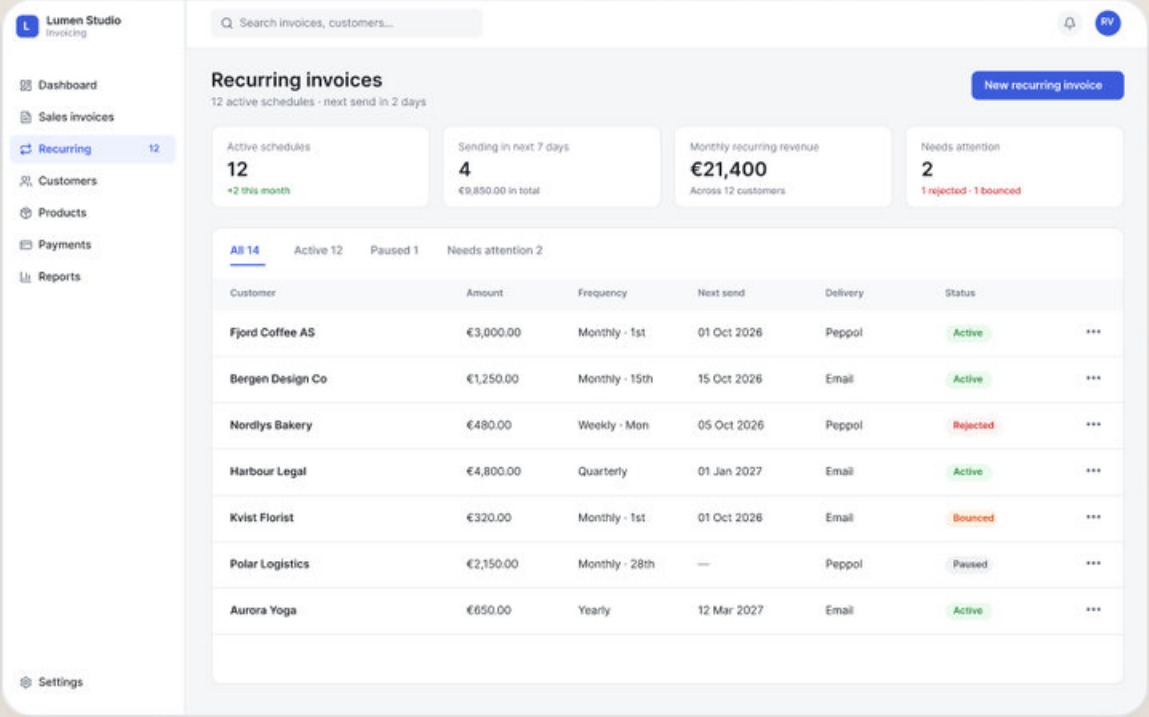
SURFACES DESIGNED

8

KEY SCREENS

3

FAILURE STATES



CONCEPT RECREATION · NOT THE SHIPPED UI

PROJECT 05

Mantis Studio

My own studio site, designed by hand and built to production.

TYPE	WEBSITE · BRAND · DESIGN + BUILD
STACK	NEXT.JS · GSAP · THREE.JS
CLIENT	MANTIS STUDIO · OWN SITE
TIMELINE	SEP – OCT 2026
ROLE	DESIGNER + DEVELOPER, SOLO
TEAM	SOLO



01 GOAL

A studio site that proves the craft it sells: one place for the work, the services and the way I build.

02 CHALLENGE

Be brand designer, art director, developer and QA at once, and move from a Framer prototype to custom code in three weeks.

03 OUTCOME

Live at mantisstudio.co.za: a Next.js build with an AI-assisted hero film, scroll storytelling and a 3D lightbox.

From five palettes to one system.

Five palette directions and four logo rounds, narrowed to one brand system.

01

PALETTE · 5 DIRECTIONS

Black + lime

13 SEP · MOOD BOARD

Sage halftone

13 SEP · REFERENCE

Warm teal

23 SEP

Collector red

23 SEP

FINAL

Confiança green

25 SEP

02

LOGO · 4 ROUNDS

ROUND 1

ROUND 2

ROUND 3

ROUND 4

FINAL

Mantis face + wordmark

03

TYPE · ONE PAIRING

Aa

Switzer

Headlines and body · Regular and Medium, sentence case

Aa

Fragment Mono

Labels and navigation · uppercase, tracked

Designed by hand. Built to spec.

First commit 13 Sep, live 3 Oct 2026: a Framer prototype rebuilt as a custom Next.js site.



01 · MOTION

Hero film

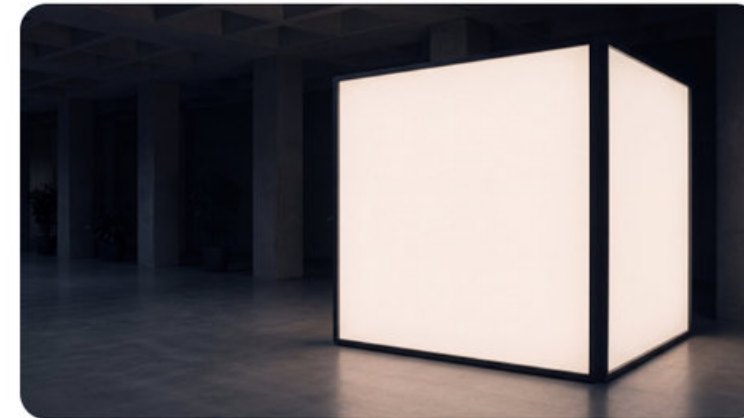
12 shots made with Seedance 2.0 from my own stills, cut to a 25.8 s loop, with a pause control.



02 · FIRST VISIT

Intro loader

Brand stills flash once per session, skipped on repeat visits and under reduced motion.



03 · INTERACTION

Toolkit lightbox

Live HTML bent onto a 3D render with CSS matrix3d; click, Enter or arrow keys cycle it.



04 · FOOTER + CABLES

Glass pavilion

A 10 s looping render closes every page, with the site's cable system running into its glowing tubes.

Live at mantisstudio.co.za.

Three pages of the live site, on desktop and on mobile.

HOME

The hero film, on desktop and on mobile.

SERVICES

The lightbox hall, then the layered services stack.

WHO WE ARE

The lightbox cube opens the studio story.

3 weeks

FIRST COMMIT TO LIVE

12 shots

AI-ASSISTED HERO FILM

4 rounds

LOGO EXPLORATION

4.5:1+

MIN. TEXT CONTRAST
· WCAG AA

REFLECTION

Building my own site closed the gap between design and code.

Every choice made in Figma had to survive the build, which made my handoffs tighter and my designs easier to ship.

Let's work together.

info@mantisstudio.co.za · +27 82 300 7854 · [linkedin.com/in/ruan-visagie-607045a3](https://www.linkedin.com/in/ruan-visagie-607045a3)