

Ruan Visagie

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

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](#) ON REQUEST

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](#) / 11

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](#) / 06 [CLARITYHR](#) ON REQUEST

● EDUCATION · 2025

UX Designer, Industrial and Product Design · CodeAcademy

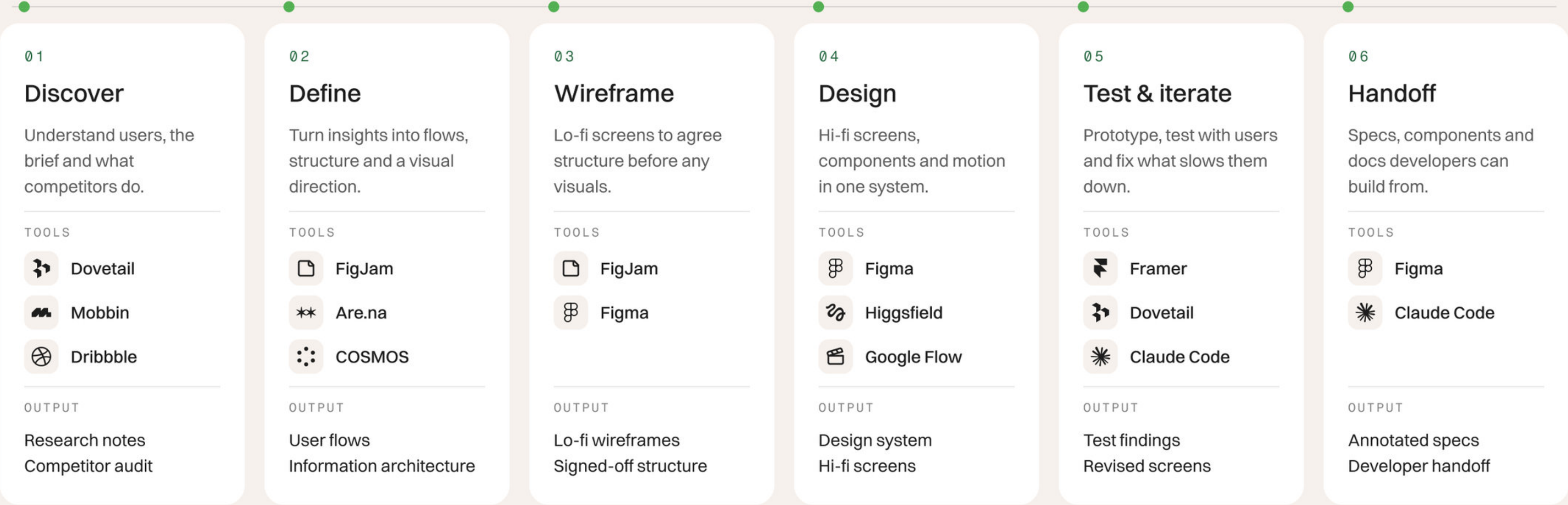
● STUDIO · 2026 — PRESENT

Leads Mantis Studio · Independent design studio, Johannesburg

TOOLS & PROCESS

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

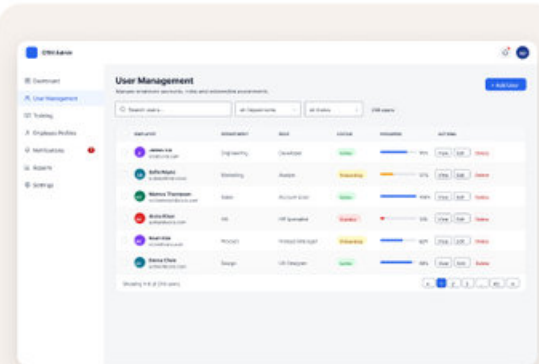
How a project moves: the tools I use at each step, and what each step produces.



SELECTED WORK

Two projects in depth. One way of working.

CRM Platform and CULT Fitness are covered here. ClarityHR, Recurring Invoices and Mantis Studio are in the full portfolio, available on request.



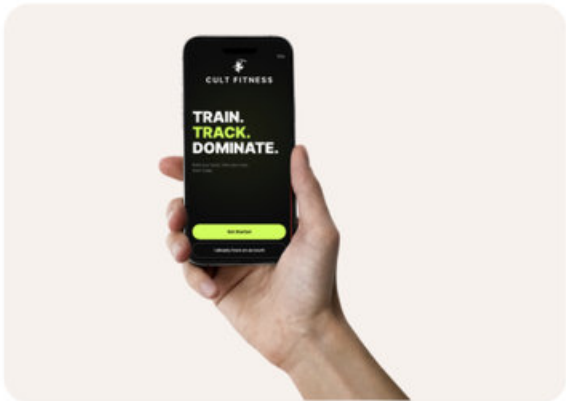
01 · SAAS

CRM Platform

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

CASE STUDY

/06 →



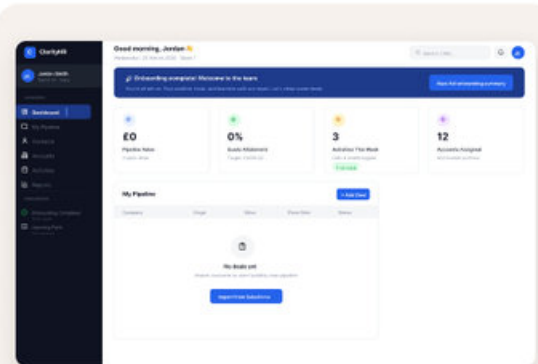
02 · iOS APP

CULT Fitness

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

CASE STUDY

/11 →



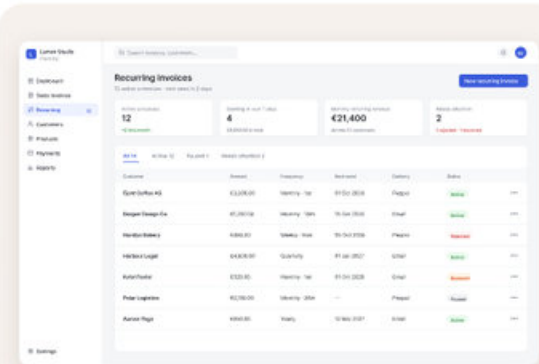
03 · WEB APP

ClarityHR

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

CASE STUDY

ON REQUEST



04 · SAAS FEATURE

Recurring Invoices

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

CASE STUDY

ON REQUEST



05 · WEBSITE

Mantis Studio

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

CASE STUDY

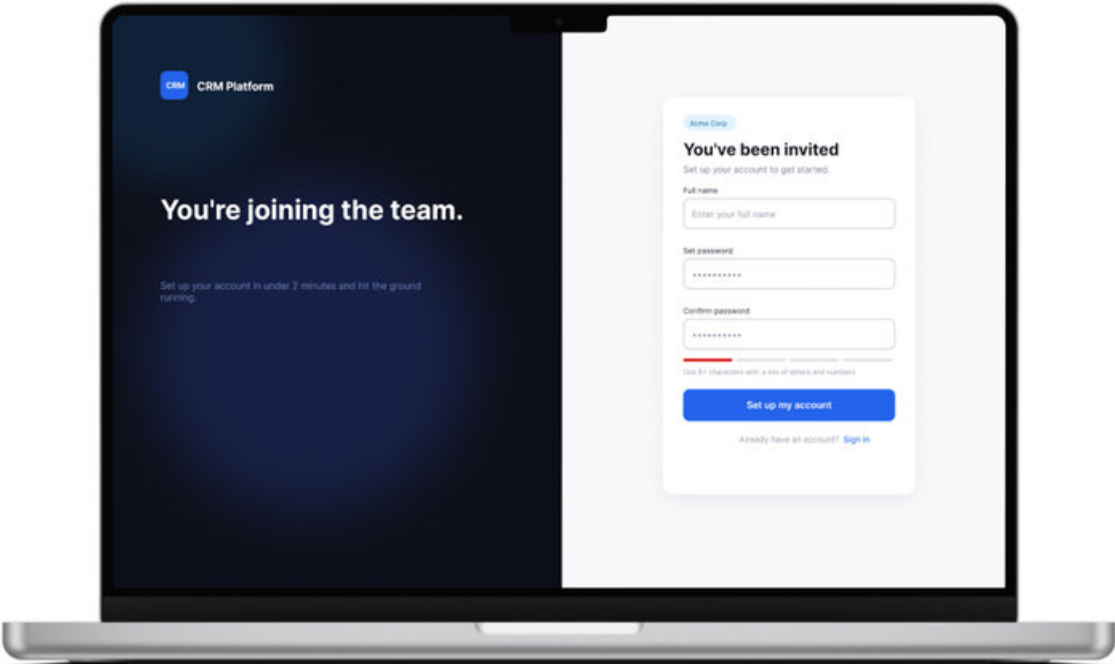
ON REQUEST

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

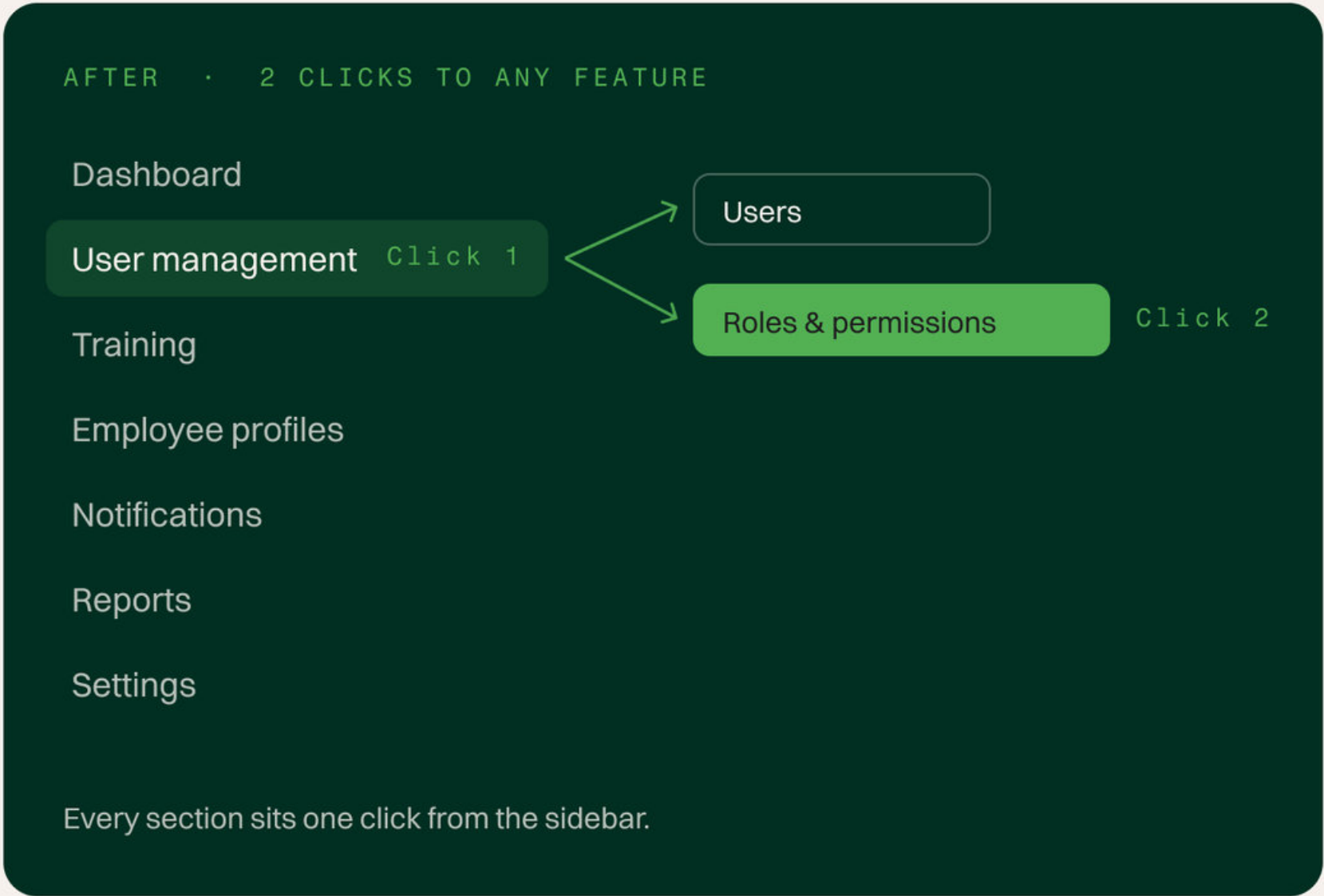
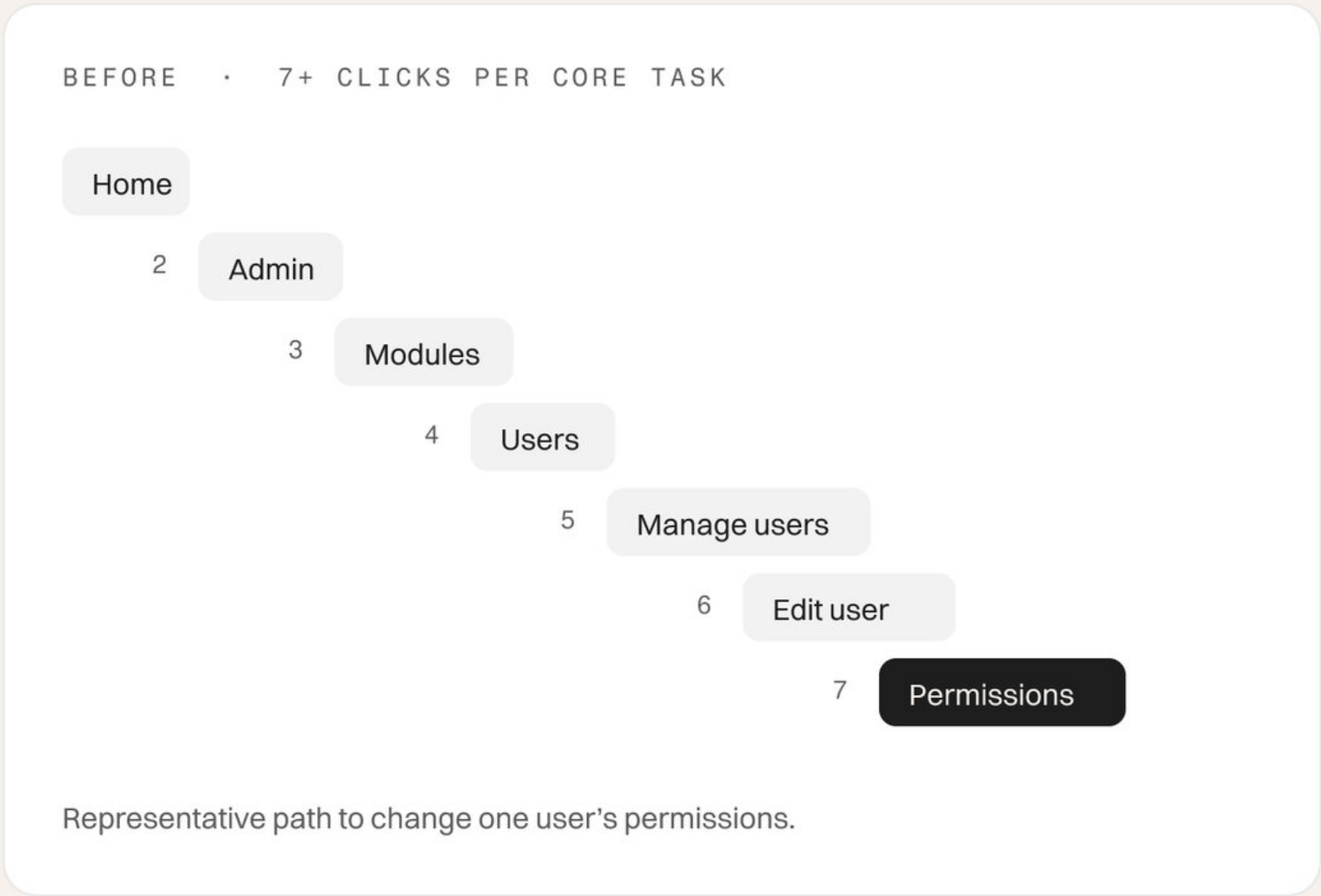
Too many functions and no visual hierarchy: confusing sign-up, hard-to-read tables, buried actions and no consistent visual language.

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.



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

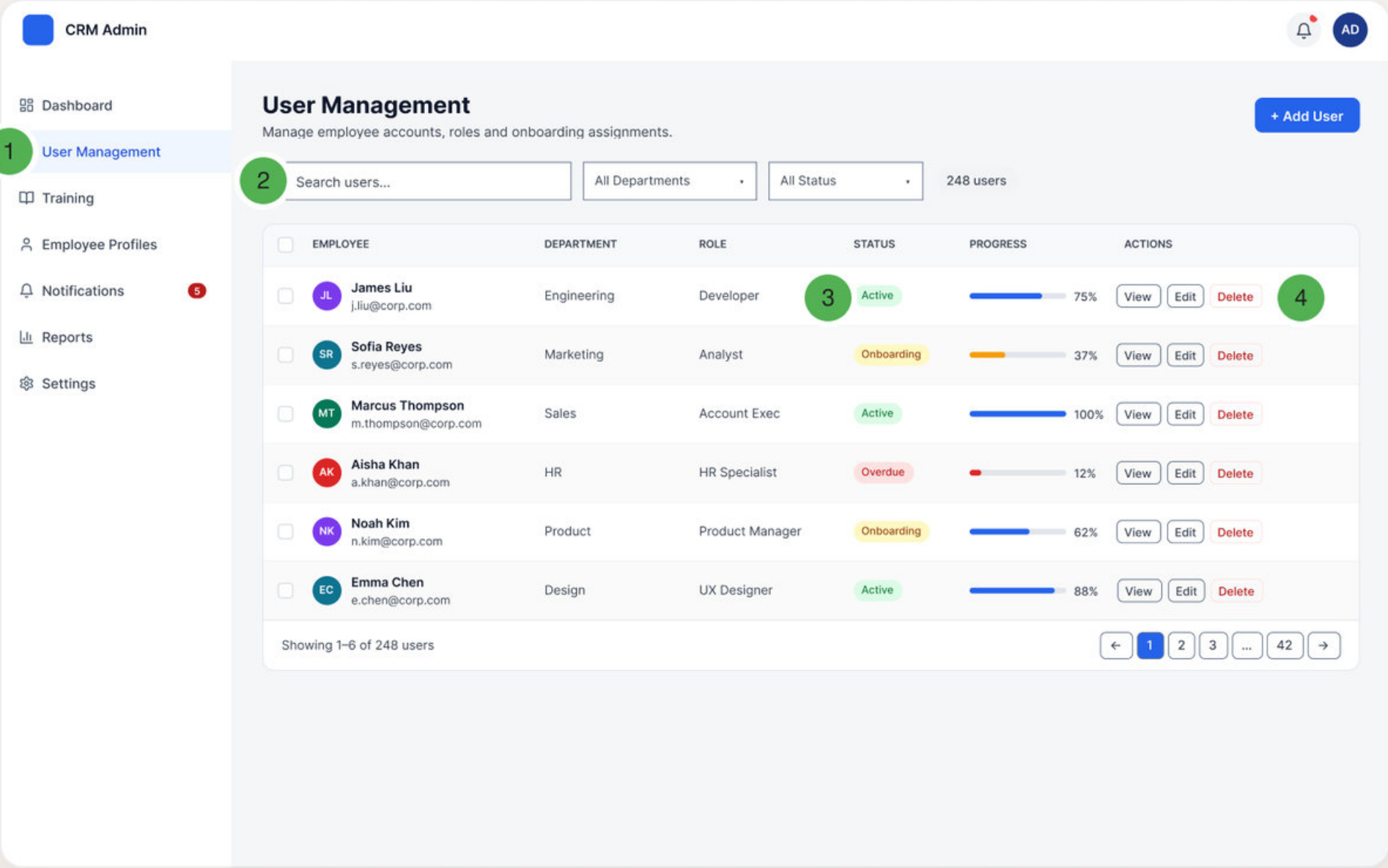
✗ No empty states, error patterns or loading feedback



✓ 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.

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%

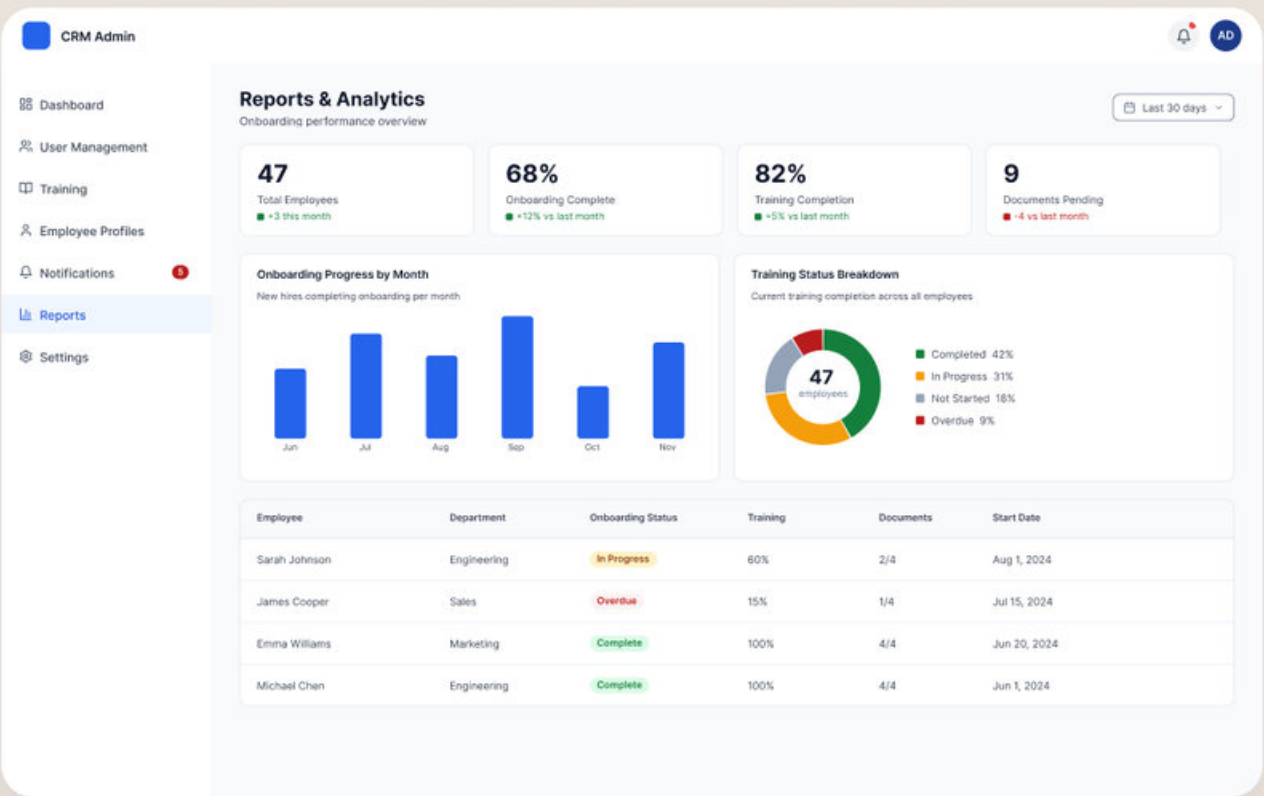
NAVIGATION DEPTH REDUCED

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
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

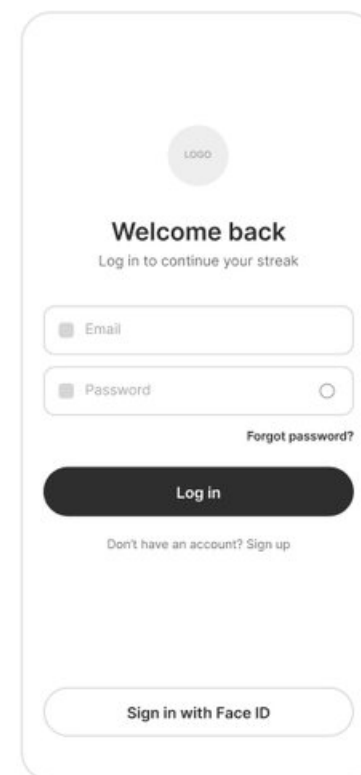
3 competitor apps audited

- 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



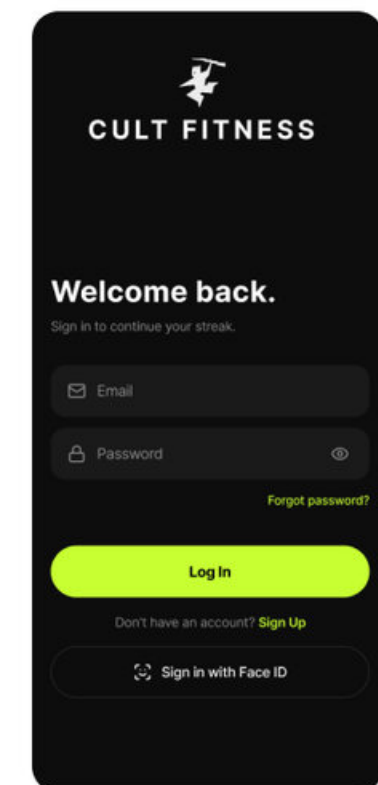
Aa

Inter · custom icon set · component library

Dark mode, built for quick glances mid-workout.



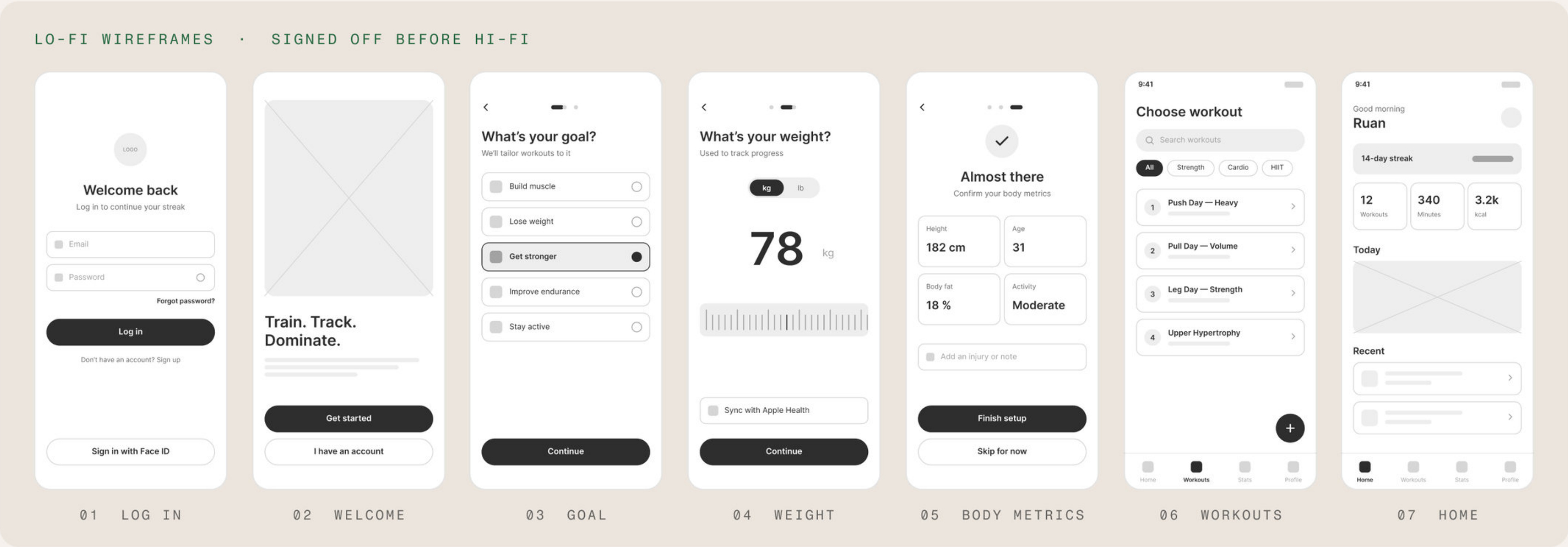
04 HI-FI SCREENS



14 hi-fi screens, 6 core flows

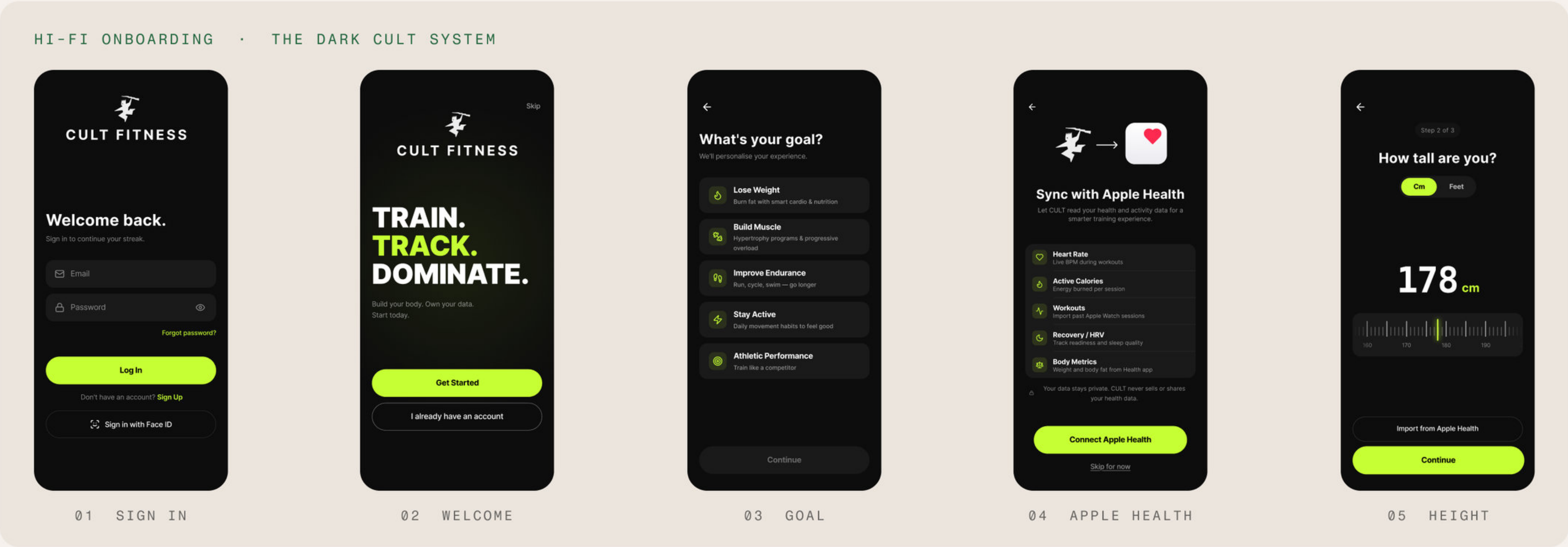
From wireframe.

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.



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.

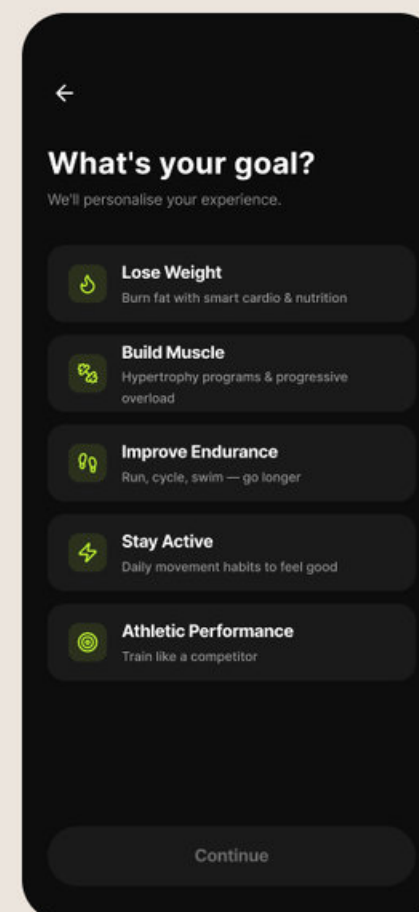
03 REDESIGN

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

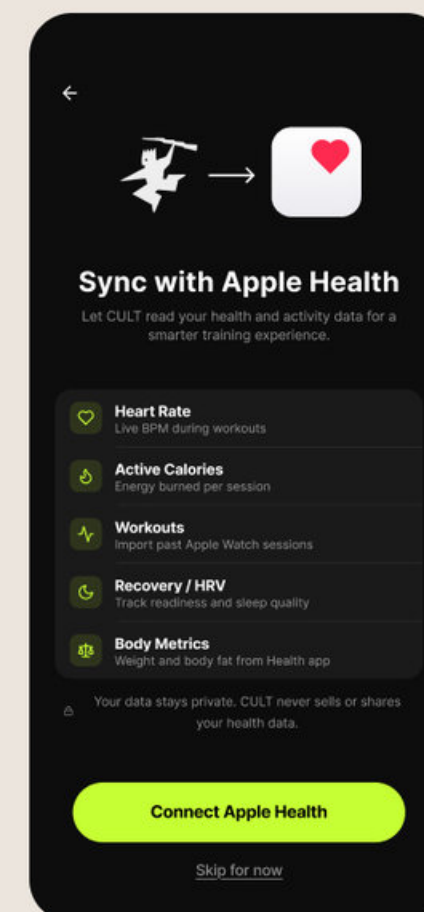
04 RESULT

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

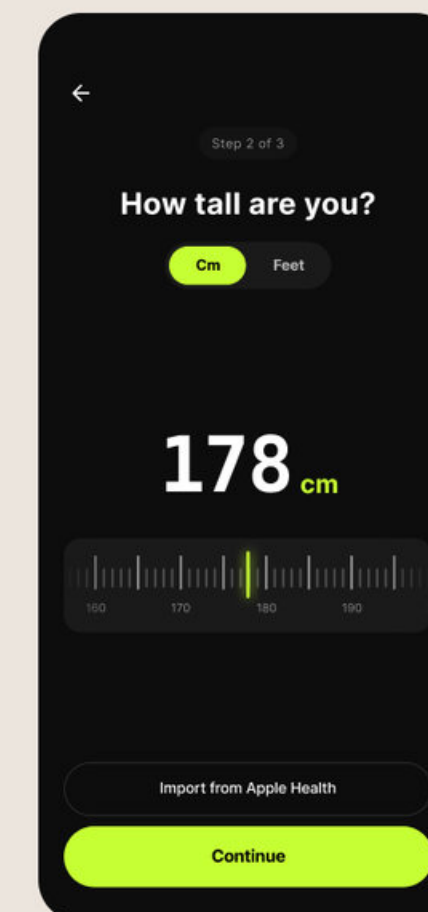
AFTER TESTING · SHIPPED SCREENS



03 GOAL



04 APPLE HEALTH



05 HEIGHT

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

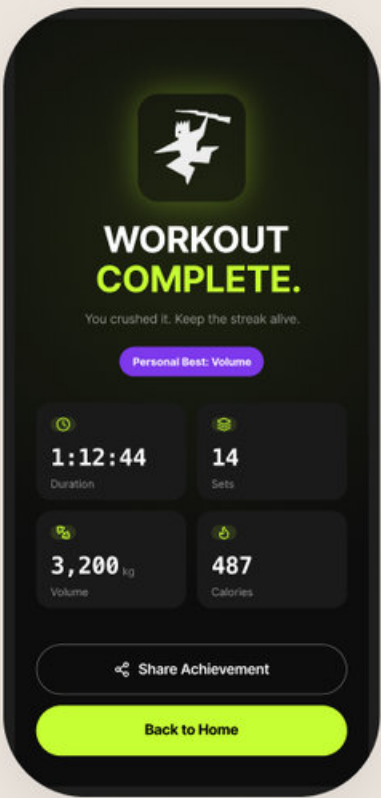
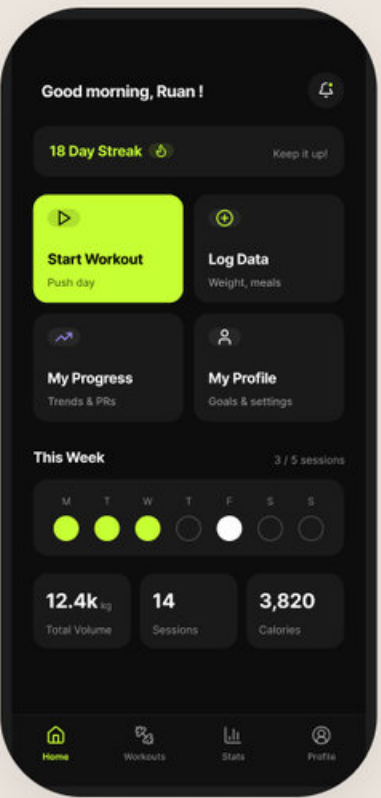
HI-FI SCREENS

6

CORE FLOWS

10

USERS TESTED



Let's work together.

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