

JP Gerber

Senior UX/UI, Compliance, Graphic, and Motion Designer

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Professional Summary

Experienced UX/UI Designer with 12+ years of end-to-end digital product design expertise across web, mobile, SaaS, and enterprise platforms. Skilled in user-centered design, responsive interfaces, Figma-based design systems, and cross-functional collaboration. Proven ability to craft high-impact visual designs, improve usability, and optimize user journeys through research, iteration, and prototyping. Strong background working in fast-paced environments, managing brand consistency, and aligning product goals with intuitive user experiences.

Education & Certifications

- Nelson Mandela Metropolitan University (NMMU) Associate Degree Fine Art, South Africa - (2010 - 2011)
- Shaw Academy, Higher National Diploma (HND) Graphic Design, Dublin Ireland - (2016)
- Accessibility and Usability Best Practices for UX and UI Designers (UX + WCAG 2.2, Section 508, ADA) - Udemy (2025)

Technical Skills & Tools

Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects, Premiere, Lightroom, InDesign), Figma, Sketch, Axure RP, Zeplin, InVision, FigJam, UI/UX Design, Interaction Design, Visual Design, Product Design, Motion Graphics, Animation for UI, Design Systems, Style Guides, Component Libraries, User Flows, Wireframing, Storyboarding, Prototyping (Low to High Fidelity), Rapid Prototyping, Usability Testing, Heuristic Evaluation, A/B Testing, Responsive Web & Mobile Design, Mobile First Design, Cross-Platform Design, Accessibility (ADA, Section 508, WCAG 2.2), Inclusive Design, Front-end Basic (HTML, CSS), WordPress, Web Components, Design Sprint Facilitation, User Research, Journey Mapping, Task Analysis, Agile/Scrum, Lean UX, Cross-functional Collaboration, Stakeholder Communication, Project & Workflow Tools: Jira, ClickUp, Confluence, Trello, Slack, Monday.com, Google Workspace, Team Leadership, Art Direction, Creative Strategy, Brand Development, Cross-discipline Collaboration.

Professional Experience

Senior Creative, [CompRSA](#) & [JustAnt.inc](#) — 2018 - 2025

- Led cross-functional teams in UX/UI, branding, compliance, and motion design projects
- Delivered end-to-end user experiences across web/mobile platforms
- Specialized in accessibility (WCAG/508), high-fidelity prototyping, and testing
- Created visual identities, illustrations, and motion graphics for U.S. and South African clients

Head of Design, [East Cape Tours](#) — 2016 - 2018

- Oversaw all creative direction, team management, and design execution
- Led UX/UI for digital properties and optimized brand consistency across print and digital
- Strengthened online presence with responsive designs and interactive visuals

Graphic & Web Designer, [i4Africa](#) — 2012 - 2015

- Executed branding, graphic design, and web development for diverse clients
- Designed high-impact print and digital campaigns
- Integrated photography and production for large format and vehicle branding

Projects

Akoya — UX/UI & Brand Design 12024 - 2025 | Healthcare / Dental SaaS

- Led end-to-end responsive web and software platform design for endodontic practice management.
- Created swimlane user journeys, redesigned key modules (calendar, patient chart, EHR, imaging, and insurance), and implemented HIPAA-compliant standards.
- Transitioned design systems to Figma and established a reusable component library, enhancing velocity and visual consistency while reducing tech debt.
- Reduced design/engineering handoff time by 30%, accelerated feature rollout, and improved onboarding speed and retention.

Total Expert Mobile — UX Optimization & Platform Alignment | Nov 2024 - Feb 2025 | Fintech / CRM

- Revamped the Android mobile experience for a financial engagement platform to align with iOS.
- Redesigned contact workflows, introduced collapsible task views, added memo visibility, and improved navigation.
- Improved mobile usability, reduced user friction, and increased task completion rates across platforms.

PlanHub — UX/UI Design & Workflow Optimization | 2023 - 2024 | Construction / Pre-construction SaaS

- Revamped the digital takeoff tool used by subcontractors to measure materials, labor, and areas directly from uploaded blueprints.
- Improved annotation layers, added multi-page plan navigation, and batch item tagging for faster takeoff workflows.
- Introduced dynamic scale calibration, shape-based measurement tools (length, area, count), and real-time quantity tracking.
- Simplified the UI for easier plan uploads, clearer visual hierarchy, and improved performance during high-interaction tasks.
- Redesigned the bid management dashboard and subcontractor engagement flows to prioritize usability and workflow clarity.
- Enhanced mobile responsiveness and added intelligent notifications for time-sensitive bids and document activity.
- Boosted takeoff tool adoption by 40%, increased bid submissions by 50%, and improved user engagement by 35%, helping drive faster project cycles and higher contractor retention.

MITRE FinHub — Sole UX/UI Designer for Requisition & Planning Platform | 2021- 2023 | Government / R&D

- Served as the lead and sole UX/UI designer for FinHub, a ground-up internal product built to manage external partner requisitions and support enterprise-level planning at MITRE.
- Designed the full platform experience across seven core sections: Department Health, Pipeline & Pricing, Planning & Execution, Billing, Rates & Work, Risk Management, and Analytics Workplace.
- Created scalable user flows, dashboards, and dynamic forms with role-based access, smart validation, and modular layouts to handle complex submission logic.
- Balanced internal and external user needs with compliance (Section 508), responsive design, and a unified design language system.
- Collaborated cross-functionally with engineering, legal, and financial teams to ensure domain accuracy and seamless data integration.
- Delivered a mission-critical platform that reduced requisition processing time by 45%, improved planning coordination, and enhanced operational transparency across departments.

Baker Tilly Quantum — UX/UI + Rebrand for SaaS Platform | 2021 - 2022 | Insurance / Claims

- Redesigned login, dashboard, and questionnaire wizard to streamline business interruption claims processing.
- Focused on dynamic user flows, visual hierarchy, and responsive design.
- Reduced claims submission time by 40%, improving user efficiency and internal processing speed.
- Increased questionnaire completion rates and enabled smoother onboarding for SMB clients.

Harmony Helper — UX/UI + Branding | 2018 - 2020 | Music Tech

- Designed mobile app UI, walkthrough wizard, subscription flow, and brand identity.
- Developed features including real-time pitch feedback, MIDI upload, and collaborative songbooks.
- Supported app growth to 50K+ users and increased subscription conversion through intuitive design.