

# Jarques Pretorius

## Leader & Product Designer

Innovative Product Designer and Strategic Leader with a strong history of uniting design and engineering teams to drive seamless product launches and elevate user experiences.

### EXPERIENCE

#### Founding Designer, AddGlow Jul 2023 - Dec 2024

- Led end-to-end design and product strategy for company roadmap.
- Created a comprehensive Figma design library to maintain consistent user experience
- Proactively tackled engineering roadmap initiatives, including developing an email A/B testing framework, user onboarding flow, and user profile pages, accelerating time-to-launch.
- Spearheaded product launches that achieved a 24% sign-up rate and 19%-30% Day 30 retention, driving significant user acquisition and engagement growth.

#### Head of Design, Paper.xyz (now thirdweb) Mar 2022 - Jun 2023

- Designed a seamless FIAT payment ecosystem for NFT purchases, enhancing accessibility for users.
- Designed a payout system, enabling secure and efficient transfer of sales proceeds to customers.
- Owned product roadmap development and established key company performance metrics.

#### Senior Design Manager, Twitch 2015 - Nov 2021

- Built and led a team of 12 designers to execute impactful Community Initiatives.
- Partnered with leadership to shape product strategies and multi-year roadmaps.
- Mentored team members across disciplines, fostering professional growth and collaboration.
- Spearheaded cross-functional design sprints, aligning stakeholders on strategic objectives.
- Authored a comprehensive Product Development Process, which reduced miscommunication between cross-functional teams and helped speed up time-to-market.

#### Product Designer, Twitch Aug 2013 - 2015

- Designed and built the front end for the Twitch Xbox App.
- Proposed and executed a complete redesign of the Android application, enhancing user experience.
- Transformed messaging functionality into the Whispers product, aligning with evolving user needs.
- Collaborated with Oculus to explore Twitch's potential in the VR ecosystem.
- Developed design systems for TV apps, enabling scalability across multiple devices.
- Designed Twitch's first merchandise store, supporting a charity initiative during its second launch.

#### Designer & Developer, Academia.edu Feb 2008 - Aug 2013

- Re-engineered the front-end into modular, reusable components, improving development efficiency.
- Conducted UXR sessions to gain deep insights into community needs and behaviors.
- Designed a streamlined signup and onboarding process, driving growth from thousands to millions.
- Developed a brand identity and guidelines, establishing a cohesive and recognizable presence.

### SKILLS

#### Design Software

Figma • Adobe Creative Suite • Sketch • Illustrator • After Effects

#### Web Development

Cursor • VSCode • NextJS, • ReactJS • Ruby on Rails • Tailwind CSS

#### UXR & Prototyping

UserTesting • Balsamiq • A/B Testing frameworks • Surveys

#### Other

Product Development Process • Prioritization & Roadmapping • Product Strategy • Hiring

### EDUCATION

#### Bachelor of Sciences in

#### Interactive Media

Art Institute of California

### CONTACT ME

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