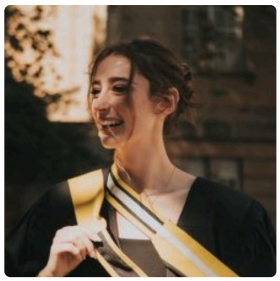
Amy Janse van Vuuren

UX DESIGNER & RESEARCHER

I research how people really work, design for it, and build it in code.

- anyvv9@gmail.com
- Johannesburg, South Africa
- www.amyjansevanvuuren-portfolio.site
- linkedin.com/in/amy-janse-van-vuuren



PROFILE

A UX designer and researcher who turns what people actually do into products that are intuitive, accessible and inclusive, and who can build them too.

I'm completing a research master's in usability and UX at Wits in just over a year, partnering with a UK-based software company on real enterprise systems. Along the way I've shipped an app to the App Store, won first place at the Games for Change Africa Change Jam, and made the Top 6 at Discovery GradHack. Wits trusts me to teach its design students, and the Absa Leadership Fellowship selected me as one of its fellows.

What sets me apart is the full loop: I interview and test with real users, design in Figma, and code in React, React Native and D3. Developers get designs that are evidence-based, annotated and ready to ship.

EXPERIENCE

Game Designer, Evo Life
2026 — Present

Paid game development project

- Game designer on Evo Life, applying my Game Design background and UX training to player experience.

Lead UX/UI Designer, Student Success Webapp
2026 — Present

University of the Witwatersrand

- Chosen to lead design of a webapp for a Wits mentorship and student-success initiative, taking it from concept note to user flows and interface.

Freelance UI/UX Designer
Sept 2025 — Present

- Map user journeys and flows that keep every step of a task clear, from first visit to completion.
- Design wireframes and interactive prototypes in Figma and Sketch, validating ideas with clients before any build begins.
- Hand over annotated designs that explain the rationale, so developers build what users need.

Academic Tutor
Current

University of the Witwatersrand

- Teach first-year Game Design and third-year Interactive Media: design thinking, usability, accessibility and front-end development.
- Give structured critique on prototypes and websites, translating design principles into clear, practical next steps.

Co-developer & UX Designer, Hifz App
Live on the App Store

- Co-designed and built a cross-platform app that replaces paper-based Qur'an memorisation tracking with one shared view for students, teachers and parents.
- Ran prototyping and beta testing with teachers and parents; their feedback shaped key features before launch.

Stack React Native · Expo · Firebase · Twilio · Express · SQLite · DigitalOcean

HIGHLIGHTS

1st place
Games for Change Africa Change Jam, 2025

Top 6
Discovery GradHack, 2025

Shipped
Co-built app live on the App Store

Fellow
Absa Leadership Fellowship

EDUCATION

Master's by Research: Usability & UX in Operational Information Systems
University of the Witwatersrand
2026 — Expected March 2027

BA Digital Arts (Game Design)
University of the Witwatersrand
Majors: Game Design, Interactive Media
2022 — 2025

SKILLS

UX Research
User interviews · Usability testing · Think-aloud studies · Thematic analysis (NVivo) · Document analysis · Field research · Research ethics

UX & UI Design
User journeys · User flows · Wireframing · Prototyping · Interaction design · Accessible & inclusive design · Data visualisation · Figma · Sketch

Front-End & Build
HTML · CSS · JavaScript · React · React Native · D3.js · Vite · Git · Unity · C#

Ways of Working
Stakeholder communication · Workshops · Collaborating with developers · Mentoring · Empathetic, user-centred problem-solving

RESEARCH

Master's research: Cognitive effort in warehouse management systems

2026 — Present

Industry partnership with a UK-based WMS software company

- Investigating how UX in employee-facing warehouse software distributes cognitive effort between people and systems, and how that drives task performance and errors.
- Running semi-structured interviews, think-aloud usability walkthroughs and document analysis with 8–12 participants, from floor staff to the designers who build the system.
- Grounded in Cognitive Load Theory, Distributed Cognition, Reason's human error theory and Heeks' design–actuality gap.
- Delivering practical design recommendations to the partner, with a journal article in progress.

Challenging the "Neutrality" of Generative AI in Education

Honours, 2025

- Showed how generative AI tools can reinforce ableist and colonial norms, privileging neurotypical learning styles.
- Designed and built an AI bias simulator with a Transparency Mode that reveals hidden assumptions, plus an anonymised logging database to study how users respond.

Live biased-ai-application.vercel.app

Empower or Exploit? UX ethics essay

2025

- Compared Apple's accessibility design with TikTok's infinite scroll to show how the same UX techniques can empower users or exploit their attention.

SELECTED PROJECTS

Discovery GradHack TOP 6

2025

- In 48 hours, took Discovery Student from idea to working prototype. I designed the user journeys, wireframes and UI, built much of the front end, and presented to Discovery's judges.

Live discovery-gradhack.vercel.app

Bearly Different INCLUSIVE DESIGN

Honours, 2025

- Co-designed a wearable glove controller and a Unity graphic-novel game for players with limited mobility.
- Shaped by field research at the Ann Harding Cheshire Home, turning what residents shared into accessible controls and gameplay.

Role Narrative technologist and Unity developer

Games for Change Africa Change Jam 1ST PLACE

2025

- Won first place at the Games for Change Africa Change Jam with a game built for social impact.

Golf in Data: 2024 Season

2024

- Turned live professional golf data into explorable D3 charts (rankings, winner shares, prize purses), designed to lower the effort of reading complex data.

Stack D3.js · JavaScript · RapidAPI

LEADERSHIP

Absa Leadership Fellow & Peer Mentor

Current

Absa Leadership Fellowship Programme

- Selected for a competitive pan-African programme developing ethically driven innovators focused on social impact; mentor fellow participants.

Who does technology quietly leave behind, and how do we design so it doesn't?

THE QUESTION BEHIND MY WORK

WHAT I BRING

- Rigorous, theory-informed and ethical user research.
- Designs grounded in evidence, with accessibility built in from the start.
- The technical fluency to prototype in code and work closely with developers.
- Clear communication of findings to designers, engineers and stakeholders.
- Teaching experience: I explain design so others can act on it.

FIND ME

PORTFOLIO
www.amyjansevanvuuren-portfolio.site

LINKEDIN
linkedin.com/in/amy-janse-van-vuuren

EMAIL
anyvv9@gmail.com

PORTFOLIO SITE

Designed and coded from scratch in React and D3, with keyboard, screen-reader and reduced-motion support throughout.