

Peter Koenders | UI/UX Designer

I'm a versatile UI/UX designer, originally from a traditional Graphic Design background and transitioned into Digital, Web Design and Front-end Development. I support digital accessibility, am curious and enjoy working with creative and development teams.

I take pride in my craft. I collaboratively plan, design, and deliver optimised digital solutions with best practices, professionalism, integrity and care.


- UI/UX design process
- Estimating & proposal review
- Iterative wireframes & prototypes
- Build & maintain design systems
- HTML templates & components

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Work Experience

Contractor - Designer

Nov 2020 - Aug 2021

My Life My Voice, New Zealand

In my role as a designer/developer and website manager for MLMV. I built a multilingual, accessible and progressive web app using JAMStack to reduce hosting costs by approximately 60% compared to WordPress and increase performance by delivering content to users quickly and securely.

- **Design**

I designed web templates and components adhering to Web Content Accessibility Guidelines (WCAG) 2.1 and implemented Web Accessibility Initiative – Accessible Rich Internet Applications (WAI-ARIA) attributes.

- **Development**

Used GatsbyJS v3+ JAMStack framework, HTML, SCSS, JavaScript, React, Theming and styled-components to build static, progressive web app with locale experience (English, Te reo Māori + other). Prismic CMS to source content via GraphQL.

Contractor & Volunteer

Jun 2019 - Aug 2020

Sustainable Solutions, Non-profit and personal projects

Contract and volunteer work on a range of projects as a design professional and front-end developer.

Design Lead - Contract

Jun 2018 - Aug 2018

Vodafone, Auckland, New Zealand

As a Design Lead working with the Content Team, I was accountable for a range of UI design tasks.

- **Digital brand update**

Enhance the Vodafone NZ public website and execute a digital brand update.

- **Design**

Re-design web pages, journeys, components and adhere to brand guidelines. Deliverables included design files and components, presented for a range of screen sizing and collaboration with stakeholders.

- **Templates**

I created template designs and components to be consistent, work independently and in unison.

- **Design systems**

Designed, built, and managed pattern libraries and style guides for design teams to use on brand and consistent components from a shared source.

Senior Digital Designer
2004 - 2018

Datacom Systems Limited, Auckland, New Zealand

I have an adaptive mindset. As a Senior Digital Designer in the Digital Experience Team, I worked with multiple teams and environments. I listened to my colleagues, put in the effort to learn actively and asked questions. I was accountable for various UI/UX and graphic design tasks, the design process and contributed to front-end development while working in agile teams.

- **Estimating and proposal review**
I defined design and front-end development efforts, contributed to project plans and proposals.
- **Design**
I was a designer for a range of customer-facing and restrictive projects. Deliverables included design files, templates and prototypes. Iterative wireframes for clarifying requirements components and functionality. Flows, scenarios and design options. I also designed, built and managed atomic design systems.
- **HTML prototypes**
I created semantic and accessible HTML/CSS/SCSS prototypes and templates.

Projects

- **Customer-facing websites**
Design and HTML deliverables for Air New Zealand, Bayleys, NZ Lotteries, Ballance, Spark, Fisher & Paykel Finance, Auckland Airports and Aon Insurance.
- **Micro-sites and module add-ons**
Analysis, flow, wireframe and design work for Chorus, Spark and Auckland Airports.
- **Web applications**
UI/UX design and HTML deliverables for internal Cloud Services and Payroll applications. External application for Australian Red Cross Blood Service for their Organ Management System used by scientists and medical professionals.
- **Customer portals**
Design and HTML deliverables for Kotahi Logistics. A customer portal for container order, tracking and management.
- **Intranets**
Design and HTML deliverables for an internal intranet for Datacom. UI Design for Bupa Health. Integration with Microsoft CRM and Salesforce.
- **Graphic design**
I created and managed print material for internal projects and prepared and composed collateral for internal and external research, analysis, and sales presentations.
- **Internal innovation hackathon**
I participated in the annual internal innovation hackathon events as a design professional and mentor for graduates. The objective of the Datacom hackathon's is to deliver innovative functioning software or hardware with a specific focus on chosen technologies and a goal. Also, sharpen technical and soft skills, communication, teamwork and leadership.

Web & Print Designer
2001 - 2003

London Centre of Contemporary Music, London, United Kingdom

The LCCM and the London College of Creative Media employed me to design their website. I also worked with their integration team to build their Student Management System. Other tasks included; logo design, print materials, course brochures, posters and stationery.

Designer
1996 - 2001

Contract UI Designer, London, United Kingdom

I worked for various design agencies across London in multiple roles, including; UI design for interactive TV, Air New Zealand livery and British Telecom. I was employed to design the UI for a child-safe web browser.

Designer
1994 - 1996

Megabyte/Terabyte, Auckland, New Zealand

I worked as a multimedia designer on a range of interactive projects.

Education

Web Accessibility

2021 - Present day

Deque University - Online digital accessibility training provider in Virginia, USA

I completed the 'Web Accessibility Curriculum 2.0' and the 'IAAP WAS Certification Preparation Curriculum 2.0'. I am studying to be a 'Certified Professional in Web Accessibility' from the International Association of Accessibility Professionals (IAAP).

Introduction to digital accessibility

2020

Victoria University, Wellington, New Zealand

Exploring digital accessibility and what it takes to ensure online content is accessible.

Graded: A-

Diploma of Computer Graphic Design

1992 - 1994

Whanganui School of Design, Whanganui, New Zealand

Three-year Diploma of Computer Graphic Design.

I delivered an interactive design and typography project for the final year.

Volunteer

Designer

2016 - 2018

impactNPO, New Zealand

I participated in several weekend hackathons - UI Design, HTML/CSS/JavaScript for non-profit organisations (NPO). The impactNPO charitable hackathon's objective is to help NPO's realise and solve their digital and technical challenges and provide a platform for professionals to learn, network and support the community.