



Soninke Combrinck | Product Designer

ELIGIBLE TO WORK IN SWITZERLAND (B-PERMIT)

I am a Product Designer with six years of experience who has fallen in love with venture building. I explore the intersection of design, content, and storytelling to create impactful experience for users across digital products.

EXPERIENCE

Product Designer

Sparrow Ventures, Nov 2022 – Current

At Sparrow Ventures, a venture-building company for Migros, I am a founding member of Rayo: a subscription that makes solar energy accessible in Switzerland.

As the Product Designer, I champion user needs while partnering with cross-functional stakeholders to execute across a range of business objectives. I helped transition Rayo from the prototyping phase to MVP, culminating in our successful Series A funding round in June 2023. I am responsible for all the user-facing touch points along our pre- and post-signature customer journey:

- Building Rayo's visual and brand identity
- Designing, building, and testing the lead generation website using low-code tools
- Implementing the My Rayo white-label app for optimising energy
- Creating all online and offline marketing, sales, and educational materials
- Prioritising product feature releases in response to customer feedback and our business goals to reach our KPIS
- Constantly establishing and iterating upon new processes based on feedback and testing
- Establishing user-centric processes and developing team culture

UX Designer

EF Education First, Feb 2020 – Nov 2022

As a User Experience Designer for EF's Global Creative Studio, my role was to help unify the different EF products and assist with digital solutions. This meant working with and supporting various internal stakeholders and products with their design of digital products. I worked both on marketing websites and digital products with a holistic approach to unite these two different spaces into a single platform experience.

Founder and UX/UI Designer

Resolve Creative Agency, Oct 2018 - Feb 2020

I founded Resolve Agency to create digital products and experiences that centres on storytelling and making a holistic product. As the UX/UI Designer, I was responsible for designing and executing the entire digital product, including the information architecture, user experience, user interface design and prototyping.

I worked both on a managerial and production level, as it necessitated collaborating with other players i.e., copywriters and graphic designers. I also managed the project specifications, production timelines, client liaison and workshops.

Creative & Marketing Copywriter

Harbour.Space University, Sept 2017- Sept 2018

While doing my MA Interaction Design, I worked part time at Harbour.Space University to maintain the university blog by writing design articles with multimedia content, social media content that communicates the voice and tone of the brand and crafting the university newsletter to better facilitate open communication.

SKILLS

- UX Research
- UX Design
- UI Design
- Low-code Tools
- User Testing
- Product Strategy
- Design Thinking
- Organising workshops
- Stakeholder Management
- Project Management
- Copywriting
- Brand Identity
- UX Writing

CONTACT

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EDUCATION

MA Interaction Design with Magna Cum Laude

Harbour.Space University, Sept 2017-
Sept 2018

BA Film and Media Production: Specialising in Interactive Media

University of Cape Town, Feb 2014 -
Dec 2016

Majors in Media & Writing, Interactive
Media, and Environmental &
Geographical Science.

ACHIEVEMENTS & ACTIVITIES

Venture Ops: Speaker and Organiser

Sparrow Ventures, 2023

Magna Cum Laude for MA in Interaction Design

Harbour.Space University, 2018

Second Place at the Telefonica Alpha Hackathon

Harbour.Space University, 2018

Dean's Merit List (top 10%)

University of Cape Town, 2016

Golden Key Society (top 15%)

University of Cape Town, 2015-2016

LANGUAGES

English - Professional

Afrikaans - Fluent

German - A1