ADRIAN
COETZEE

Head of Design

CONTACT

🌐 www.adriancoetzee.nl

📍 Amsterdam, Netherlands

ABOUT ME

I'm Adrian, aka That Ginger, a design leader, UX specialist, and unapologetic geek. With 17+ years in the creative space, I've evolved from illustrator to award-winning designer to leading multi-disciplinary design teams. My passion lies in shaping human-centered, intuitive, and impactful experiences while mentoring the next generation of designers. I see myself as a role model and strive to be someone others can look up to, balancing innovation with empathy in everything I do.

I believe design leadership is as much about people as it is about products, everyone has something to teach, and everyone has something to learn.

When I'm not guiding design strategy, you'll find me hanging out with my son (my #1 priority), nerding out in comic bookstores, or chasing adrenaline on two wheels.

WORK EXPERIENCE

HEAD OF DESIGN
CloudWorks - Salto Systems   Jan 2023 - Present

CloudWorks is a smart access controll solution company part of a large lock manuafacturing company. I was responsible for leading the design team and oversee the visual design and user experience of the SALTO products.

PRODUCT DESIGN LEAD
CloudWorks - Salto Systems   Feb 2022 - Jan 2023

I was responsible for maping out all the user journeys of the Salto products and guide and mentor junior designers to help them grow and reach their goals.

PRODUCT DESIGN LEAD
ABSA Bank - Contractor at DVT   AUG 2021 - Jan 2022

Work with product owners and stakeholders on UX strategies, ideation for future state app functionality and UI designs and user testing.

HEAD OF DESIGN
Talent Brand - Contractor   Jan 2021 - Jul 2022

Pivoting a recruitment agency into a desing firm, I was responsible for convincing clients what they needed and how we could provide it to them.

SENIOR ART DIRECTOR
LottoStar   Jul 2016 - Jan 2021

I was responsible for designing new online games for slots and card games, and creating TV advertising and radio scripts.

You can view my full working experience in my online portfolio or from LinkedIn

SOFTWARE I CAN WORK WITH

● FIGMA   ● ADOBE XD   ● SKETCH   ● ADOBE CREATIVE SUITE
● VISUAL STUDIO CODE   ● UX PIN   ● FIGJAM

EDUCATION

WEB ACCESSIBILITY - W3CX WAI0.1X
eDX.org   2025

GAMIFICATION
Coursera   2016

NEXT MANAGER PROGRAM
Gordon Institute of Business   2015

ADVANCED MEDIA & TECHNOLOGIES - CERTIFICATE
Damelin   2009 - 2011

Design Foundation, Design Principles, Design History, Art, Profesional Studies Mathematics, Web Development, Brand Development, Animation

HTS NIC DIEDERICHS
MATRICULATION, GRADE 12   2007 - 2008

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STARTUPS FOUNDED

FOUNDER

Swapout   Jun 2023 - Present

The latest sustainable revolution. Rent, swap or donate your second hand stuff. Promote your listings and plant a tree! #sustainablemarketplace

FOUNDER

Bikers Unite   Jan 2014 - Sep 2018

Bikers Unite is an app for iOS and Android users that enhances every motorcyclists riding experience & safety! With an innovative crash detection system that is connected to Emergency response teams and the ability to discover the best places to ride, create custom routes, organise group rides and make bookings from the app.

AWARDS

MMA	Mobile Marketing Association Smarties SA: Mobile Video – Silver Winner 2020	MMA	Mobile Marketing Association Smarties SA: Business Unusual Brand Purpose – Silver Winner 2020
MMA	Mobile Marketing Association Smarties SA: Social Responsibility – Bronze Winner 2020	ASSEGAI	Assegai Awards Most effective use of content: Leader Award 2020