

Cameron Preston

Senior Product Designer

About Me

After getting my law degree, I discovered a passion for UX/UI design, and it was love at first sight. In 2016, I took a leap of faith and began my journey as a Product Designer. Over the past few years, I've dedicated myself to this dynamic field, honing my skills and expertise in design, people, and technology. I am a firm believer in teamwork and continuous learning. My experience spans across fintech, logistics, and SaaS industries.

Work Experience

Ver.id / Senior Product Designer

February 2025 - Present

I'm a Senior Product Designer at Ver.Id, a startup focused on building a wallet solution for apps that specialize in online identity verification, from basic age checks to full government ID verification. I work closely with the CTO and engineering team to drive user conversion and embed design thinking across the product development cycle. So far, my primary projects have included designing a narrative based Identity verification platform, a sign-up flow optimized for identity app integration and a new company website. I also established and now lead the design function at Ver.Id, bringing structure and clarity to the product development process.

Veriam / Senior Product Designer

October 2023 - January 2025

As a Senior Product Designer at Veriam, a new start-up that focuses on Identity and Access Management, Licensing, Billing, Contracting and Payments, I collaborated closely with the Head of Product, Product Managers, Engineers and my fellow Product Designer to bring the product to life from the ground up. My main projects included looking after Onboarding, Licenses, Subscriptions, platform split, Payments and multiple others. My responsibilities included being a source of truth for product design whether it regards feasibility, aligning with business goals, look and feel of the product, user testing or just handling design to dev hand-off's. I also helped create the company's first Design System.

Pargo / Product Designer

February 2021 - April 2023

As the only Product Designer at Pargo, a last mile logistics company, I collaborated closely with the Head of Product and product managers to align with business goals and shape the product roadmap. I designed multiple products, such as a returns solution, a self-service checkout app, and a logistics management platform. My responsibilities included developing new products, enhancing existing ones, establishing and maintaining a design system, conducting user testing, research, and analytics. Furthermore, I implemented structures and processes that fostered growth and expansion in Product Design at Pargo.

Yoco / Product Designer

June 2019 - January 2021

I was a Product Designer at Yoco, a fintech company, where I was part of the team collaborating closely with product managers, engineers, and the CX team. Within this role, I contributed to various projects, including the development of our main In-App Payments process, Capital Loans, and 3rd party POS integration systems. Additionally, I have been involved in animation assets for the Yoco app and played a key role in establishing the design system.

Personal Details

Email: prestoncameron27@gmail.com

Cell: 0617317665

Portfolio: <https://www.cams-portfolio.com>

Location: Netherlands

Eligibility: Don't require sponsorship

Education

Frontend Development

Code Space, 2021 - 2023

UI Design

Career Foundry, 2018 - 2019

UX Studies

University of Cape Town, 2016

Adobe Creative Suite

Friends of Design, 2016

Legal Practice

University of Cape Town, 2015

Law Degree (LLB)

University of South Africa, 2015

Soft Skills

Design

Wireframing - UI Design - Animation - Style Guides - Design Systems - Presentations - Mock Up's

Prototyping

Interactive and Rapid prototyping

Research

A/B Testing - Task analysis - User Testing - Personas - Data Analysis - Heat Mapping - Analytics - Competitor Analysis - Mind Mapping - User flows / Journeys

Collaboration

Design feedback sessions - Workshops - Flexibility - Transparent - Communicative

Hard Skills

Design & Analytics

Figma - Sketch - Zeplin - Adobe Suite - InVision - HotJar - GA Analytics

Development

CSS - HTML - Javascript - React

My responsibilities included user testing for new products, creating user flows, prototyping, UI design, participating in workshops, and conducting user research.

Cobi Interactive / Digital Designer (UI/UX)

December 2018 - June 2019

During my time at Cobi, I served as a UI/UX designer collaborating with four distinct engineering teams. My projects included a wide range, such as designing a home loans application process, creating website designs for a tv channel, designing a community meet up mobile app, and numerous other projects. I had the opportunity to work on both native and web applications. Within my role, I was responsible for crafting user journeys, prototyping, conducting user testing, and implementing UI designs.

Freelancer / Digital Designer

November 2017 - October 2018

Designed various websites and mobile apps on a freelance basis. Projects included a website for a warehouse and distribution company, a website for medical professionals and a mobile food ordering app. Responsibilities included basic HTML and CSS, website and mobile design, style guides and branding.

ARC Media / Junior Designer

March 2017 - December 2017

I worked as a Junior Designer at ARC Media. Projects included, social media work (video's, gif's and images), marketing material such as newsletters, car vinyls and magazine design. I also worked on two mobile applications. The first one was an app called, TOURlist, and the second, was an app for Cape Town Tourism. I was responsible for all digital design work, crafting UI designs and flows.

VMLY&R / UX Internship

September 2016 - December 2016

UX internship with VMLY&R at the Old Mutual Head office in Cape Town. Collaborated with the core UX team. Projects included, creating in-app experiences for wealth managers at Old Mutual. Responsibilities included, user testing financial advisors, gathering user research, wireframing and creating user journeys.