

Jarques Pretorius

Product Design + Strategic Leader

Experienced technical designer and product leader with 17+ years building consumer-facing experiences, leading teams, and shipping high-impact features at scale. I specialize in turning complex problems into simple, intuitive products and driving alignment across design, engineering, and product.

EXPERIENCE

Designer & Advisor, Stealth Dec 2024 - Present

- Design & Engineering at two AI Stealth Startups.
- Designer & Advisor at Moonbeam.stream

Founding Designer, AddGlow Jul 2023 - Dec 2024

- Built community software to reduce CAC for brands such as WonderCurl & SweatTent.
- Drove product and design strategy, leading to a 24% sign-up rate and 19–30% Day 30 retention.
- Built & maintained a design library that ensured consistency across the product experience and improve engineering efficiency.
- Designed and built key product features—including an email A/B testing framework, onboarding flows, and user profile pages—accelerating launch timelines and enabling faster experimentation.

Head of Design, Paper (acquired by thirdweb) Mar 2022 - Jun 2023

- Designed a Fiat (credit/debit cards, bank account) payment ecosystem for NFT purchases.
- Shipped core Web3 tooling used by over one-third of blockchain developers, enabling projects across 700+ EVM chains.
- Developed a secure payout system that supported developers and creators in receiving sale proceeds.
- Owned the product roadmap and defined success metrics, aligning internal stakeholders and prioritizing for impact.
- Led wallet and checkout experiences that brought 500,000+ users to Web3 and supported over \$10M in transactions.

Senior Design Manager, Twitch 2015 - Nov 2021

- Built and led a 12-person design team focused on Search, Discovery, Trust & Safety and Chat.
- Partnered with leadership on product strategy and roadmap planning, aligning design needs with business goals.
- Created a Product Development Process, reducing cross-functional misalignment and improving delivery timelines.
- Owned launch for new safety tools (Mod Dashboard, reporting features) that reduced creator churn and improved community trust.
- Ran cross-functional design sprints to rapidly align teams around new initiatives and prototypes.

Product Designer, Twitch Aug 2013 - 2015

- Designed and developed the Twitch Xbox App UI, bringing Twitch to console audiences.
- Led a full redesign of the Android app, improving mobile retention and feature discoverability.
- Partnered with Microsoft, Oculus, Sony & Roku to expand Twitch across new platforms and onboard new viewers to Twitch.
- Built TV app design systems that cut feature rollout time and scaled design across devices.
- Designed Twitch's first merchandise store, contributing to a successful charity campaign.

Designer & Developer, Academia Feb 2008 - Aug 2013

- Rebuilt the frontend into modular, reusable components, significantly improving developer velocity.
- Ran extensive user research to inform product direction and better serve the academic community.
- Designed an onboarding flow that helped grow the platform from thousands to millions of users in a short few months.
- Created a unified brand identity and design system, enhancing credibility and user trust.

SKILLS

Design Software

Figma • Adobe Creative Suite • Sketch • Illustrator • After Effects

Web Development

Cursor • VSCode • NextJS • ReactJS • Ruby on Rails • Tailwind CSS • HTML/CSS • Typescript • PostgreSQL

UXR & Prototyping

UserTesting • Balsamiq • A/B Testing frameworks • Surveys

Other

Product Strategy • Design Leadership • User Centered Design System • Hiring • Cross-Platform UX

EDUCATION

Bachelor of Sciences in Interactive Media

Art Institute of California

CONTACT

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