WOUTER SCHREUDERS

Product & Design Lead

- wschreuders@gmail.com
- +27 (0) 82 775 2117
- www.wouterschreuders.com
- linkedin.com/in/wouter-schreuders

I operate at the intersection of product discovery, design, and AI-accelerated development — prototyping with real APIs and live data to validate ideas quickly and reduce the gap between concept and working software. By the time something reaches engineering, core UX decisions are already informed by real data, key assumptions have been tested, and technical constraints have been surfaced.

20+ years of experience spanning Web3, fintech, and enterprise digital platforms. Founding team member and equity stakeholder at a leading NFT lending protocol, shaped from inception through institutional scale.

Deep fluency in DeFi primitives including lending, staking, token incentive systems, and governance. Proven track record leading design teams, engaging C-suite stakeholders, and building design systems from scratch.

INDUSTRIES

- Web3 / DeFi / Blockchain
- Fintech
- Real-World Assets (RWA)
- Asset Management
- Financial Services
- NFTs / Digital Assets

TECHNOLOGIES

- Claude Code
- Cursor
- Lovable
- Three.js
- JavaScript
- D3.js
- Vue.js
- HTML/CSS
- ActionScript 2/3
- Photoshop
- Remotion
- Figma
- After Effects
- Blender
- Illustrator

SKILLS

- Product Strategy & Roadmapping
- UI/UX Design & Design Systems
- Rapid Prototyping & Product Discovery
- Data Visualisation & Analytics
- Brand Development & Evolution
- Token Economics & Incentive Design
- Team Leadership (6+ designers)
- C-Suite Stakeholder Engagement
- Video Production & Motion Design
- Public Speaking & Thought Leadership
- Real Time UI
- AI Video
- Generative Media
- Agentic Tools

EXPERIENCE

Product Developer & Design Lead | Mar 2021 – Present

NFTfi   https://www.nftfi.com

Founding second team member and equity stakeholder at the leading peer-to-peer NFT lending protocol. Grew the platform from a basic lending tool to a sophisticated DeFi platform facilitating millions in loans.

- Owned the complete product design lifecycle from discovery through delivery — prototyping with real APIs and live on-chain data to validate ideas before committing engineering resources.
- Built production-quality D3.js data visualisations with live contract data, surfacing edge cases early — such as extreme value distributions that flatten graphs — delivered in 1–2 day rapid prototyping sprints.
- Led the platform's visual and brand evolution from early DeFi aesthetic to institutional-grade identity as the user base shifted to professional lenders managing high-value portfolios.
- Architected and designed the migration from a bespoke JavaScript front-end to a Vue.js / MUI (Minimal) component system, enabling rapid iteration and consistent UI quality.
- Designed and built bespoke portfolio management tools for lenders and borrowers, including offer landscape visualisations, collection offer systems, and loan lifecycle dashboards.
- Contributed to smart contract feature specifications across multiple protocol versions — including collection offers with exposure limits and early repayment mechanics.
- Designed all UX/UI for the native token launch: staking interfaces, incentive dashboards, and tokenomics explainers.
- Collaborated with Fabrica (tokenised real estate) to integrate real-world asset lending.

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Digital Creative Director | Jan 2014 – Mar 2021

Allan Gray Proprietary Limited   https://www.allangray.co.za

Led the digital design function at one of South Africa's largest investment management firms.

- Managed a team of 6 UI/UX designers, establishing design standards, component libraries, style guides, and collaborative workflows across the organisation.
- Led the complete redesign of allangray.co.za—a platform still in use today—serving institutional investors, direct clients, and intermediary financial advisors with distinct user journeys.
- Engaged regularly with C-suite stakeholders (COO, CMO, CIO) on design strategy, brand direction, and digital product decisions.
- Partnered with external brand agencies on the Allan Gray brand refresh, working alongside the marketing director and senior leadership.
- Recognised internally as a strong presenter; delivered sessions on effective communication and presentation design to senior executives.
- Oversaw all UX, typography, information architecture, infographics, and visual design across institutional, direct, and intermediary digital properties.

Flex Developer / Designer | Aug 2011 – Dec 2013

Vault22   https://www.vault22.io/

Early-stage fintech building South Africa's first personal finance aggregation platform.

- Core member of a small product team designing and building tools that aggregated users' financial data across banks, pensions, retail accounts, and investments into a unified dashboard.
- Contributed across the full product stack: UX design, front-end development (ActionScript 3 / Flex / RobotLegs MVC), and product decision-making on presenting complex financial data accessibly.
- Designed interfaces for iPhone and web, combining development and design skills to ship rapidly in a startup environment.

Web Development Consultant | 2007 – 2013

Spier   https://www.spier.co.za/   Spier   https://www.amorphous.net/

Oversaw the development of multiple digital projects for this heritage wine estate and a wide range of freelance projects for digital agencies.

SPEAKING & LEADERSHIP

AI & Rapid Prototyping — Presented at EO Dubai (2026) on leveraging AI tools for D3 data visualisation and accelerated product development.

Executive Presentation Coaching — Delivered internal sessions at Allan Gray on effective presentation design and delivery for senior leadership audiences.

SELECTED PROJECTS

Cerebral L1 Chain — Designed and developed the complete brand identity and website for an emerging Layer 1 blockchain, from concept through production deployment. (under development cerebral.lovable.app

NFTfi Data Visualisation Tools — Rapid-prototyped interactive D3.js dashboards with live on-chain data, enabling lenders to visualise offer landscapes across NFT collections.

EDUCATION

Industrial Design
University of Johannesburg
2003–2006

Matric
Crawford College
1993–1995