RENIER STOOP

Creative Technology & Digital Operations Lead
Brand Experience | UX/UI | Web & App Development | Creative Operations | Digital Systems
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LinkedIn: Renier Stoop | Portfolio: *Upon Request*
Open to remote, hybrid, international, agency, startup, and digital team roles.

PROFESSIONAL PROFILE

Creative Technology & Digital Operations Lead with a multidisciplinary background across creative direction, web and app development, UX/UI, marketing operations, digital systems, and workflow design. Experienced in building the bridge between strategy, design, technology, campaign execution, and operational delivery.

Promoted from Head Designer to Creative Operations Manager within three months at a US-based growth and creative systems agency, taking on broader ownership of creative delivery, production workflows, team coordination, and multidisciplinary campaign execution. Experienced across confidential accounts in Web3/fintech, health and wellness, dental, SaaS, nonprofit donor growth, retail activation, e-commerce logistics, and digital platform sectors.

Founder of an independent digital studio delivering brand-aligned websites, microsites, mobile app concepts, and digital consulting projects from strategy and UX through design, development, QA, launch, and client communication.

Known for high ownership, creative problem-solving, cross-functional communication, fast learning, and the ability to turn complex business needs into structured, scalable creative and digital systems.

CORE CAPABILITIES

Creative Technology & Digital Systems - Connecting brand, UX/UI, web development, campaign execution, automation, analytics, and operational workflows into clear, scalable delivery systems.
Creative Operations & Workflow Design - Building production systems, briefing processes, task flows, approval structures, QA checkpoints, feedback loops, reporting inputs, and team communication frameworks.
UX/UI, Web & App Development - Designing and developing responsive websites, microsites, mobile interfaces, app experiences, CMS-based platforms, landing pages, and brand-aligned user journeys.
Brand, Content & Campaign Execution - Supporting brand systems, campaign assets, decks, landing pages, wireframes, content structures, visual storytelling, and multi-platform creative production.
Marketing Systems & Conversion Support - Supporting lead generation, donor journeys, patient acquisition funnels, landing page strategy, CRM workflows, campaign tracking, and conversion-focused digital experiences.
Client & Stakeholder Management - Translating business objectives into actionable creative and technical deliverables while managing scope, expectations, feedback, timelines, and handoffs.
Leadership & Cross-Functional Collaboration - Coordinating designers, developers, marketers, strategists, stakeholders, and clients to move projects from concept to execution with clarity and consistency.

PROFESSIONAL EXPERIENCE

Creative Operations Manager / Creative Technology Lead
Elevate Venture Group (EVG) / Rebranded - Arilo - Cape Town / Remote Dec 2024 - Present

Initially hired as Head Designer and promoted to Creative Operations Manager within three months, expanding from hands-on design into creative operations, workflow systems, team coordination, digital delivery, and multidisciplinary campaign execution.

- Lead creative operations across confidential US-based client accounts spanning Web3/fintech, health and wellness, regenerative medicine, dental, SaaS, nonprofit donor growth, e-commerce logistics, retail activation, and digital platform sectors.
- Support a connected growth model across marketing, studio, and development, bridging strategy, creative direction, UX/UI, web, automation, AI-assisted workflows, campaign production, CRM, and client delivery.
- Build and refine production workflows across creative briefs, design tasks, landing pages, campaign assets, decks, approvals, QA, feedback cycles, stakeholder communication, and reporting inputs.
- Translate complex client challenges into clear creative, digital, and operational systems that help teams move from strategy to structured execution.
- Contribute to client-facing strategy decks, wireframes, campaign frameworks, content systems, UX flows, landing page structures, and digital experience plans.
- Coordinate multidisciplinary production across designers, developers, marketers, strategists, and client stakeholders to improve creative alignment, delivery visibility, and execution quality.
- Support both high-level creative direction and hands-on production, moving between brand thinking, interface design, digital assets, workflow planning, and campaign delivery.
- Use tools including Figma, Adobe Creative Suite, Asana, Slack, Notion, WordPress, Webflow, Wix, HubSpot, GA4, Google Tag Manager, Hotjar, and Meta Pixel.

Sector & Account Experience (client identities confidential)

Web3 / Fintech / Crypto Tax Platform - Supported product and campaign messaging for a complex tax and compliance platform, translating blockchain data, audit-readiness, transaction traceability, and financial reporting concepts into clearer founder, operator, CPA, and finance-team-facing content.

E-Commerce Logistics / Delivery Technology - Supported creative, campaign, and digital delivery including brand-aligned assets, landing page thinking, UX/funnel alignment, and production workflow coordination.

Regenerative Medicine / Longevity Healthcare - Developed UX/UI and digital experience architecture including treatment discovery flows, benefits hubs, service page structures, consultation CTAs, intake quiz concepts, explainer content, patient stories, FAQs, and lead-generation pathways.

Multi-Charity Donor Growth Platform - Supported a scalable production model across multiple charity partners, including landing pages, social assets, HTML email designs, SEO blog structures, press release content, donor CRM updates, monthly dashboards, and quarterly donor-facing campaign updates.

Retail / Experiential Activation - Supported public-facing activation concepts, including QR-led feedback touchpoints, illustrated environmental graphics, customer engagement prompts, and experience-led creative assets.

Enterprise RFI / Capability Positioning - Contributed to agency capability positioning for enterprise-level opportunities, including digital production messaging, AI-assisted creative workflow positioning, CRO/testing capabilities, and website refinement.

Founder & Digital Consultant

Figment Tech Development - Cape Town Dec 2022 - Present

Founded and operate an independent digital studio delivering websites, microsites, mobile app concepts, and consulting services for businesses, campaigns, and brand activations.

- Manage end-to-end digital project delivery across discovery, scoping, UX/UI, design, development, CMS setup, QA, launch, and client communication.

- Build responsive, brand-aligned websites and digital experiences using WordPress, Webflow, Wix, Figma, Adobe Creative Suite, HTML, CSS, and JavaScript.
- Partner with business owners, campaign teams, and stakeholders to translate brand goals into functional, scalable web solutions.
- Scope project requirements, define deliverables, estimate timelines, manage revisions, and communicate directly with clients throughout delivery.
- Deliver websites, splash pages, microsites, and consulting support across financial services, automotive, recycling, beauty, retail, hospitality, entertainment, healthcare, events, and brand activation sectors.
- Operate with founder-level ownership across sales conversations, delivery planning, client management, creative production, technical implementation, and post-launch support.

Software & Web Developer

Brenthurst Wealth Management - Cape Town / Mauritius Dec 2021 - Dec 2024

Worked across web and mobile digital products, supporting the development, maintenance, improvement, and redesign of digital platforms within a financial services environment.

- Designed, developed, and maintained iOS and Android applications using Xcode and Android Studio.
- Supported ongoing mobile app improvements through product updates, interface refinements, platform maintenance, and functionality improvements.
- Led a full redesign of the Mauritius web presence to strengthen brand identity, improve usability, and create a more polished digital experience.
- Delivered continuous website and product updates aligned with stakeholder needs, business goals, and UX/UI best practices.
- Bridged technical implementation and user experience by translating business requirements into functional digital solutions.
- Expanded design capability through self-directed Figma certification and applied UX/UI learning across web and app projects.

SELECTED PROJECT EXPERIENCE

Creative Operations & Campaign Delivery Systems - Built and supported systems for creative production, task management, stakeholder communication, design execution, campaign asset delivery, approval processes, and reporting inputs across fast-moving agency environments.

Digital Product, Web & App Innovation - Supported product thinking across web and app environments, including user experience improvements, onboarding flows, interface refinement, operational processes, technical updates, and delivery planning.

Healthcare & Patient Acquisition Experiences - Supported digital strategy, UX structures, landing pages, treatment discovery pathways, consultation flows, FAQs, explainer content, and conversion-focused user journeys for healthcare and wellness brands.

Donor Growth & Nonprofit Marketing Systems - Supported donor journey mapping, campaign content, CRM workflows, landing pages, story-led communications, donation funnel improvements, impact reporting, and community engagement systems.

Web3 / Fintech Product Communication - Helped simplify complex product messaging around blockchain data, audit-readiness, compliance, transaction reporting, and technical tax workflows for business and finance audiences.

Multi-Brand Website Portfolio - Delivered custom digital experiences across multiple industries, balancing brand identity, user experience, platform requirements, technical delivery, and client business goals.

TOOLS & TECHNOLOGIES

Design, UX & Creative: Figma, Adobe Creative Suite, UI/UX design, wireframing, interface design, brand systems, visual design, digital asset production, presentation design, campaign creative, digital storytelling.

Web & CMS: WordPress, Webflow, Wix, HTML, CSS, JavaScript, responsive design, landing pages, microsites, website redesigns, CMS-based builds, frontend implementation.

App & Development: Xcode, Android Studio, Java, C++, iOS and Android app maintenance, mobile interface updates, app product improvements, frontend development.

Operations & Collaboration: Asana, Slack, Notion, Google Workspace, Microsoft Office Suite, task management, workflow design, documentation, project coordination, QA workflows, feedback systems.

Marketing & Digital Delivery: HubSpot, GA4, Google Tag Manager, Hotjar, Meta Pixel, CRM workflow support, campaign execution, landing page support, creative production systems, conversion-focused digital experiences.

EDUCATION

Honours in Physical Theatre - University of Stellenbosch, 2021. Thesis: The implementation of the Body-Mind connection in Physical Theatre practice, through the methods of Tadashi Suzuki and Moshe Feldenkrais. Strengthens communication, storytelling, presentation, embodied creativity, collaboration, and understanding of how people engage with experiences.

B.A. in Drama & Theatre Studies - University of Stellenbosch, 2018 - 2020. Focused on performance, storytelling, communication, creative practice, theatre-making, collaboration, and production.

Hoerskool Eldoraigne - Centurion, 2012 - 2016. 84% average. Deputy Head Boy of Culture. Distinctions in Science, Drama, Computer Science, English, Afrikaans, and Life Science.