

# Yolandi Harmse

UX Design, UI Design, Digital Design

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## CONTACT

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## ABOUT ME

UX/UI designer with a foundation in graphic design. I help software project teams move faster and build smarter with an AI-first approach. I focus on creating on-brand digital products backed by research. My design philosophy is centred on clarity, experience, and impact, while also leaving room for fun.

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## SKILLS

### Design

Figma  
Adobe Creative Suite

### Programming

Cursor  
Windsurf  
Replit  
Lovable  
Claude

### Collaborations & work

Miro  
Confluence  
GitHub  
Notion

### Languages

English - Native  
Afrikaans - Native  
Dutch - Fluent

## EXPERIENCE

### Uitgeverij NEO *Jun 2024 - current*

#### Lead UX/UI designer

- Elevated user experience across three platforms by applying Human-Centred Design (HCD), ensuring accessibility, responsiveness, and optimised information architecture to improve discoverability and user flows.
- Built three scalable design systems on Bootstrap, incorporating design tokens, brand-driven easter eggs, and full documentation to accelerate cross-team delivery.
- Designed and validated new features through wireframes and high-fidelity prototypes, directly contributing to the extension of 15,000+ user licences for 2025/2026 and opening new market opportunities for the upcoming term.
- Architected a centralised admin portal consolidating client interactions across all platforms, enabling schools to manage teachers, students, classes, orders, and licences in one place, and significantly streamlining internal workflows and operational efficiency.
- Leveraged AI tooling (Claude/vibe coding) alongside HTML, CSS, and JavaScript to rapidly build and deploy custom modules and improve web services, while reviewing code and styling across platforms to ensure consistency with design documentation.

### Versa Vrijwilligers *Feb - Jun 2024*

#### UX Strategist

- Led a comprehensive UX audit on a volunteer platform, utilising user interviews, user testing, heuristic evaluation, customer journey mapping, and affinity diagrams to identify key challenges in information architecture, accessibility, and the sign-up process.
- Analysed and restructured the information architecture of the volunteer platform based on findings from the UX audit, resulting in a 30% reduction in navigation time for users, enhancing overall usability.
- Delivered a detailed report with prioritised, actionable solutions aimed at improving user engagement and helping more than four hundred organisations connect effectively with volunteers.

## Stichting Tjeko *Dec 2023 - Mar 2024*

### UX Strategist, Web designer

- Conducted a comprehensive UX audit of a nonprofit website, utilising a user-centric design approach, including data gathering and creating customer journey maps, to increase traffic to donation and adoption pages.
- Collaborated with developers to redesign the website, enhancing the checkout process and creating a dashboard through wireframes and high-fidelity prototypes, increasing conversions on key pages.

## Enpicom B.V. *Nov 2021 - Mar 2023*

### Multi-media designer

- Led the redesign and improvement of the corporate brand identity, creating brand guidelines and an employee handbook to ensure consistent visual communication across all platforms.
- Designed and developed a range of marketing materials, including social media content, newsletters, infographics, website banners, PowerPoint presentations, and print collateral (banners, flyers, white papers), supporting the sales team in their B2B presentations and conferences.
- Managed and created landing pages on WordPress and HubSpot, and collaborated on homepage redesign to enhance user engagement and brand presence.

## Hartlam Textiles & Prints *Apr 2015 - Aug 2021*

### Textile designer

- Founded and managed a textile printing business, digital patterns for fabric printing, using screen-printing and digital printing techniques.
- Designed and photographed products, created digital patterns, and developed content to promote the brand and products, including e-commerce management on a WordPress platform.
- Specialised in textile product design, mock-ups and prototypes, ensuring high-quality output, stakeholder satisfaction and a consistent visual identity for various South African artists and clients.

## EDUCATION

### Using AI in the Design Process - *Apr 2025*

[LinkedIn Learning](#)

### HBO programma Brand Design & Management - *Aug 2023 - May 2024*

[LOI Hogeschool](#)

### Professional Diploma in UX Design - *Aug - Dec 2023*

[Glasgow Caledonian University](#)

### Complete Web Design: from Figma to Webflow - *Nov 2023*

[Udemy](#)

### Advanced Figma UX/UI Design - *Oct 2023*

[Udemy](#)