

Yolandi Harmse

UX Design, UI Design, Digital Design

CONTACT

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in/yolandi-harmse

ABOUT ME

UX/UI designer building at the intersection of design systems, product strategy, and AI-assisted development. I close the gap between vision and finished product without the friction of a traditional design-to-dev handoff. Experienced in establishing UX functions within growing, transformation-focused organisations.

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

- Established and led the UX function as the first dedicated designer in a multi-product organisation undergoing transformation toward a product-led model.
- Designed and delivered centralised licence management platform (20+ month project across three phases), replacing a fragmented multi-product experience with one scalable SaaS-ready solution, reducing manual finance tasks, lowering support requests, and streamlining client onboarding.
- Built three scalable design systems on Bootstrap, incorporating design tokens, full component documentation, and WCAG 2.1 AA accessibility standards, accelerating cross-team delivery and establishing a shared design language across products.
- Led UX strategy across three platforms, applying Human-Centred Design to improve information architecture, accessibility, and responsiveness, directly contributing to the renewal of 15,000+ user licences for school period 2025/2026.
- Designed and validated features through wireframes, low-fidelity prototypes and high-fidelity prototypes tested with real users before handoff.
- Collaborated closely with remote technical leads and developers using FigJam for flow mapping and Figma for annotated handoff, maintaining consistency between design documentation and shipped product.
- Leveraged AI-assisted development tools alongside HTML, CSS, and JavaScript to rapidly prototype and build custom modules, reviewing code and styling across platforms to ensure alignment with design specs.

Versa Vrijwilligers *Feb - Jun 2024*

UX Strategist

- Led a full UX audit of a volunteer platform using user interviews, usability testing, heuristic evaluation, customer journey mapping, and affinity diagrams to surface key challenges in information architecture, accessibility, and the sign-up flow.
- Restructured the platform's information architecture based on audit findings, resulting in a 30% reduction in navigation time for users.
- Delivered a prioritised, actionable recommendations report to improve user engagement and help 400+ organisations connect with volunteers more effectively.

Stichting Tjeko *Dec 2023 - Mar 2024*

UX Strategist, Web designer

- Conducted a UX audit of a nonprofit website using a user-centric approach including data gathering and customer journey mapping, focused on increasing traffic to donation and adoption pages.
- Collaborated with developers to redesign the website, improving 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 of the corporate brand identity, creating brand guidelines and an employee handbook to ensure consistent visual communication across all platforms.
- Designed marketing materials including social media content, newsletters, infographics, website banners, and print collateral supporting B2B sales presentations and conferences.
- Managed and created landing pages on WordPress and HubSpot; collaborated on homepage redesign to enhance user engagement.

Hartlam Textiles & Prints *Apr 2015 - Aug 2021*

Textile designer

- Founded and managed a textile printing business, handling product design, digital patterns, e-commerce (WordPress), photography, and client relationships for South African artists and brands.

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](#)