Yolandi Harmse

UX Design, UI Design, Digital Design

CONTACT

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in/yolandi-harmse

ABOUT ME

UX/UI designer with a foundation in graphic design. I help software project teams move faster and build smarter through research-driven UX and a design-first approach. I focus on creating on-brand digital products backed by research. My design philosophy? To create simple, functional, easy-to-implement, on-brand experiences.

SKILLS

Design
Figma
Adobe creative suite
Zeplin
Webflow
Wix Studio
Lottie animation

Collaborations & work
Miro
FigJam
MS Office

Project management
Confluence
Trello
GitHub
Teams
Notion

STRENGTHS

Visual design
Problem-solving
Creative thinking
Collaborating
Self-starting
Detail oriented

LANGUAGES

English
Native

Afrikaans
Native

Dutch
Fluent

EXPERIENCE

Uitgeverij NEO *Jun 2024 – current*

UX/UI design, UX research

- Improved three online learning platforms' user experience and user interface by applying a Human Centred Design (HCD) approach while ensuring accessibility and responsiveness across various displays.
- Pioneered the development of a design system and optimised user flows by enhancing Information Architecture. Incorporated engaging easter eggs by leveraging the existing brand.
- Researched, designed, and optimised new functionality through wireframes and high-fidelity prototypes, driving the extension of more than fifteen thousand user licenses for the 2024/2025 school year and unlocking new market opportunities for the upcoming term.
- Designed a centralised admin portal that consolidates client interactions across all platforms. Enabled schools to manage teachers, students, classes, orders and licences. Streamlined internal workflows by empowering administrators to manage multi-platform orders in one system, significantly improving operational efficiency and
client experience.

Versa Vrijwilligers *Feb – Jun 2024*

UX audit, UX report, Action plan

- 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 research, UX design, web design

- Conducted a comprehensive UX audit of a nonprofit website, utilising a user-centric design approach, including data gathering and creating customer journey maps, with the objective of increasing 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 design

- 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 design

- 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

Apr 2025
Using AI in the Design Process
LinkedIn Learning

Aug 2023 - May 2024
HBO programma Brand Design & Management
LOI Hogeschool

Aug – Dec 2023
Professional Diploma in UX Design
Glasgow Caledonian University

Nov 2023
Complete Web Design: from Figma to Webflow
Udemy

Oct 2023
Advanced Figma UX/UI Design
Udemy