

WHERE IT ALL BEGAN...



EDUCATION:

B.Sc. Applied Mathematics (1998)
University of Port Elizabeth



JUNIOR DIGITAL DESIGNER

Korbitec (1999 – 2004)

My career began where logic meets the screen. While my degree taught me the "why," Korbitec taught me the "how." I evolved from a designer into a front-end developer.

KEY GROWTH: Digital design, front-end dev, UX basics



FREELANCE DIGITAL DESIGNER

Kedesign (2004)

I worked with everyone from local startups to complex online shops. I learned to speak "Client," "Developer," and "User" all at once. If it could be printed, coded, or marketed, I designed it.

KEY GROWTH: WordPress, HTML/CSS Adobe Creative Suite



DIGITAL STRATEGIST

Achievement Awards Group (2014 - 2023)

I climbed the ladder from designer to strategist, focusing on employee incentive solutions. This is where I fell in love with Human-Centered Design and Gamification. I wasn't just making things look good; I was designing systems to change human behavior.

KEY GROWTH: Journey mapping, wireframes, process flows, UI/UX design, Customer research

KNOWLEDGE BOOST: Yu-Kai Chou: Gamification and Behavioral design 2018



DESIGN LEAD

BetterDesign (2023 - 2024)

In the fast-paced world of startups, I was the bridge between a founder's wild idea and a developer's reality. I led the design process for new digital products, turning "what if" into wireframes, prototypes, and data-backed user journeys.

KEY GROWTH: UI/UX Leadership, Usability Testing, Figma prototypes

KNOWLEDGE BOOST: Google UX Design Professional Certificate (2023).



CUSTOMER EXPERIENCE DESIGNER

Old Mutual (2024 - present)

I'm currently on a mission to prove that financial services don't have to feel like doing taxes in the rain. I specialize in "Emotional Experience" (EX) design with behavioural design - handling high-stakes moments like digital death claims with the sensitivity they deserve.

KEY IMPACT: Auditing legacy hurdles, mapping innovative future journeys, and ensuring "commercial viability" actually feels human.

... AND HOW I DID IT:

DESIGN: Figma, Adobe Creative Suite, Miro.

BUILDING: WordPress, HTML, CSS, JavaScript.

THINKING: Design Thinking, Gamification, Behavioral Design, Agile.

ANALYSING: Data Analytics, UX Research

HUMAN-CENTERED DESIGN

OUT-OF-THE-BOX IDEATION



Kim Horne: With a degree in Applied Mathematics, a career in design, and the negotiation skills gained from raising three kids, I treat every complex business problem like a puzzle waiting to be solved. Whether I'm auditing a legacy insurance process or diving into a freezing ocean, I believe the best results come from a mix of logic, grit, and a very large heart.

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REFERENCES

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