Kim Horne

With design, maths and skills taught from raising 3 kids, I enjoy bringing a creative approach to problem solving.

ABOUT ME

I am a people's person and enjoy working together as part of a team. I can take initiative and think outside the box. While strategic designing is my first love, I enjoy creating new meals in the kitchen, growing vegetables and taking weekly cold water sea plunges with my sisters.

I am hardworking, energetic and optimistic by nature.

PORTFOLIO

www.kedesign.co.za

CONTACT

Kim@kedesign.co.za
083 231 3047

TOOLS

- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Indesign
- Adobe Illustrator
- WordPress
- Figma

EDUCATION

B. Sc Applied Mathematics
University of Port Elizabeth 1998

Junior Digital Designer

Korbitec : started in 1999

I enjoyed being challenged, and started front-end designing of programmes, creating how-to tutorials, and introductory levels of UX design.

Freelance Digital Designer

kedesign : started in 2004

WEBSITE DESIGN & DEVELOPMENT: With a variety of clients, I have been able to experience different website needs, such as online shops, data capturing, marketing websites

GRAPHIC DESIGN: I have created manuals, brochures, logos, business cards, children books, digital and print marketing material

Design Lead

BetterDesign 2023

As the Design Lead, I work closely with clients to find the best solutions for their programs. I create user journeys, process flows, wireframes, and prototypes that prioritize excellent user experiences using UI/UX design principles. My role involves analysing data from usability tests to work on a strategy to turn complex ideas into user-friendly designs that elevate our clients' projects.

EDUCATION

Google UX Design Professional Certificate

Digital Strategist

Achievement Awards Group 2014 - 2023

Started as a Digital Designer, I worked my way up to Digital Strategist. Designing employee incentive solutions for our clients. From start to finish: pitching, strategizing, solution design using human centered design, gamification and UX design, working closely with developers to create the solution. I enjoy learning more about our users, the customer experience, how to reach them and find new and innovative solutions for our clients.

EDUCATION

Yu-kai Chou: Gamification & Behavioral Design

SKILLS

- Solution Design
- Graphic Design
- Agile
- Responsible web design
- UX Design
- User Journeys
- Wireframing
- Prototypes
- HTML
- CSS
- Javascript
- Analytics
- Gamification
- Strategic digital concepts