



Yakari Van Dessel

UX Strategy & Design

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I use my expertise in strategy, design, and research to create products and services that improves people's lives and delivers value for organizations. My experience in product and user experience design spans impactful projects for the European Commission, government agencies, and major corporations like D'leteren (Audi), Proximus, and Mediahuis. From leading discovery and crafting user-centric solutions to facilitating workshops and mentoring fellow UX professionals, I excel at aligning people-centered products with business goals. Currently, I'm part of our design team at Sopra Steria, where I help organizations harness the power of UX to achieve their goals.



Work experiences

Sopra Steria (UX Strategist / UX Designer / UX Consultant) — (Jul 2023 - Current)

Pàu (UX Consultant) — (Apr 2022 - Jul 2023)

iO (UX Strategist) — (Oct 2020 - Apr 2022)

iO (UX/UI Designer) — (Mar 2020 - Sep 2020)

Self-employed (Graphic/webdesigner) — (Oct 2018 - Sep 2020)

Projects

UX Strategist / UX Designer

At Sopra Steria

(Jul 2023 - Current)

Vlaamse Overheid - Lokaal Energie- en
Klimaatpact (Jul 2023 - Oct 2023):

- Led UX discovery and empathy workshops.
- Created a persona informed information architecture for their Lokaal Energie Klimaatpact portal.
- Worked with subject matter experts on the LEKP team to design a content first approach within technical and budget constraints.
- Collaborated with the data visualisation team for the implementation of the data dashboards on the platform.
- Ideated and designed a new platform (wireframes) based on the workshops with UX best practices and design patterns in mind.

UX Designer & Researcher / Consultant

At Smals - Linked to Sopra Steria

(Oct 2023 - Nov 2023)

- I worked on an enterprise UX project for the RSZ. The project required a more user-centered approach to become a white-label, multi-purpose management system.

UX Designer / Consultant

At Mediahuis - Linked to Pàu

(Dec 2022 - Jul 2023)

- Designed various concepts for the self-service portal, CarPlay podcast, and subscription shop, for desktop, mobile and app.
- Conducted a few quick and dirty guerilla user research methods to influence decision-making and design decisions.
- Took part in the design sprint workshop for the retention flow.

UX Designer / Consultant

At Proximus - Linked to Pàu

(Apr 2022 - Nov 2022)

- Took UX leadership in a project's discovery phase to create a true customer-centric approach for a complex new product.
- Consulted by the SE and SMB squad to help create a roadmap for a new web architecture.
- Facilitated a Lean UX workshop to align a cross-functional team for a complex new product.
- Consulted by non-UX and UX colleagues to help set up their research process and methodologies.
- Advising on user research together with a team of specialist during weeklies to help Proximus colleagues with their user research.



UX Strategist

At iO

(Mar 2020 - Apr 2022)

BOSA (Jan 2022 - Apr 2022)

- During this period I was involved in projects related to the BOSA contracts. My focus here was to map out the as-is and to-be situations together for the services within BOSA regarding the Single Digital Gateway project. In addition, we were setting up an action plan to educate the BOSA partners on user-centred design.

European Commission (May 2021 - Dec 2021)

- Researched the experience of development practitioners and EC staff to validate or invalidate the initial value proposition.
- Defined a new value proposition and created a new information architecture for the new concept based on our UX research.
- Led UX workshops to map out experiences and persona definitions.
- Ideated and designed a new product concept (prototype) based on the new value proposition.
- Worked closely with technical and functional analysts to document the concept and maintain the vision.

FPS Foreign Affairs (Dec 2020 - Aug 2021)

- Researched the experience of citizens regarding the usage of the initial Belgian Foreign Affairs website.
- Mapped out the user's experience to prioritise and align with stakeholders.
- Defined a new value proposition and created a new information architecture based on research insights.
- Ideated and designed a new product concept. Creating wireframes and a prototype as output to visualise the desired outcomes.
- Conducted evaluative research to validate or invalidate our new concept.
- Worked closely together with designers, functional analysts and developers to make sure the vision was implemented.

Audi D'ieteren (Jan 2021 - Jun 2021)

- Took leadership in UX projects for Audi's Belgian website.
- Researched and defined the information architecture of the new Audi OneHeader for the Belgian market.
- Optimised various sections on the Audi website for various sections.
- Designed new pages for multiple categories and campaigns.

Visual Designer

At iO

(Mar 2020 - Sep 2020)

- Designed wireframes and high-fidelity prototypes in a fast pacing visual design team on projects in different industries such as pharmaceutical, construction, real estate, technology, e-commerce, Flemish government and others.



Skills

Research

Affinity diagramming, alignment diagrams (journey maps/service blueprints/ etc.), card sorting, competitive reviews, content gathering, field studies, heuristics evaluation, online surveys, persona definition, secondary research, stakeholder interviews, tree testing, top task analysis, usability testing, user interviews, UX benchmarking

Design

Flow diagramming, information architecture, prototyping, style guides, sketching screens and screen states, user flows, user story mapping, visual design, wireframing, mobile UX, enterprise UX

Collaboration

Agile, design sprints, design thinking, flexible, functional analysis, Lean UX, stakeholder management, team player, strong work ethic, UX workshops

Tools

Adobe XD, Axure RP, Confluence, Figma, Google Analytics, Google Workspace, Jira, MS Office, Sketch

Languages

Language	Understanding	Speaking	Writing
Dutch	Native	Native	Native
English	C2	C2	C2
French	A1	A1	A1

LEVELS: A1 AND A2 - Basic, B1 and B2 - Independent, C1 and C2 - Proficient



Education

Education and courses	From	Period
HCI: Foundations of UX	IxDF	Jan 2025
Mobile UX Strategy	IxDF	Aug 2024
AI for Designers	IxDF	Jul 2024
Win Stakeholders & Influence Decisions - UX strategy program	Center Centre UIE	Jan 2023 May 2023
Lean UX and Agile	NN/Group	Jun 2022
Discoveries: Building the Right Thing	NN/Group	Mar 2022
User interviews	NN/Group	Feb 2022
Personas: Turn User Data Into User-Centered Design	NN/Group	Feb 2022
Measuring UX and ROI	NN/Group	May 2021
How to Interpret UX Numbers: Statistics for UX	NN/Group	May 2021
Professional Diploma in UX Design	UX Design Institute	Sep 2020 Mar 2021
Interactive Multimedia Design	Thomas More Mechelen	Sep 2011 Mar 2014