
Kyra Pieterse

UX/UI | Web Design | Product Design | Motion

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<https://yeahcan.com/portfolio/> | <https://github.com/kyrapieterse>

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Profile

Senior designer working across product interfaces, websites, digital and print design, and animation. Co-founder of MaxiBlocks and Divi Den, with almost a decade designing and selling website templates worldwide. Leads a studio team of five and works with clients and developers from early ideas through implementation and release.

Skills

UX/UI and web: User flows, interface design, responsive layouts, mobile-first web experiences, interactive prototypes and e-commerce page design.

Visual design and motion: Typography, layout, icons, illustration, print materials, SVG animation, video editing and broadcast motion.

Systems and delivery: Figma components and variables, design systems, developer handoff, customer feedback, local build testing and team leadership.

Product and Studio Experience

MaxiBlocks | Co-founder, Product Owner and Design Lead

February 2020 - Present | Public launch April 2023

- Designed the WordPress builder interface, controls, user flows, original icons and layout library, with responsive behaviour across six breakpoints.
- Led feature planning and worked with developers through implementation, release reviews and customer support.
- Designed global Style Cards after customers repeatedly struggled to change colours across an entire website.
- Tested GitHub branches locally and contributed AI-assisted fixes for senior developer review before merging.

<https://yeahcan.com/portfolio/maxiblocks/>

Divi Den | Co-founder and Design Lead

January 2017 - Present

- Designed thousands of original website layouts and templates for other designers, including commercial Divi and WooCommerce collections sold worldwide.
- Created landing, shop, pricing and promotional pages; coordinated development and used customer support to guide improvements.

<https://www.elegantthemes.com/blog/customer-spotlight/the-divi-den-story>

Yeah Can | Creative Director, UX/UI Design and AI Workflows

January 2011 - Present

- Lead a studio team of five, working with clients and developers on websites, digital design and interactive prototypes.
- Clarify requirements, set priorities and review design handoff, responsive behaviour and working builds.
- Built the interactive website hero using Codex and Three.js; designed and published Swag Studio, a Figma plugin for editable merchandise mockups.

Kyra Pieterse | UX/UI, Web and Product Design

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Client Experience

ConsumerAffairs | UX/UI Designer and Animator

December 2024 - February 2025; August 2025 - Present

Independent, part-time contract

- Design mobile-first web interfaces, page templates, icons and interactive Figma prototypes within an established design system; adapt approved flows for desktop.
- Create SVG animation and functional AI-assisted prototypes to explore interface behaviour.

Mindset Africa | UX/UI Designer, Illustrator and Motion Designer

June 2025 - Present | Contract managed by WP Den

- Designed the responsive learning website, organising the existing brand and supplied artwork into Figma foundations, reusable components and thirteen grade identities.
- Created educational screen content, broadcast intros and outros, and motion assets for the learning platform.

<https://yeahcan.com/portfolio/mindset-africa/>

Selected Portfolio Work

Studio UI: Independent Figma design system with 332 variables, 30 component families and two colour modes. Adoption and usability outcomes not yet measured.

<https://yeahcan.com/portfolio/studio-ui/>

Moving Illustrations: Eight animated SVGs for a moving-home experience.

<https://yeahcan.com/portfolio/moving-illustrations/>

Earlier Experience

Gyro International | Web and Print Designer | Sep 2008 - Jul 2009 | Dubai

Sole digital designer; Dubai Holding intranet, websites, print and pitch work.

Commadot Studio | Digital Designer | Mar 2007 - Jun 2008 | Pretoria

Digital work for Momentum Health, Nissan, Laipac Tech and other corporate clients.

Synergy Corporate Technologies | Web Designer | Mar 2006 - Mar 2007

K Designs | Studio Owner and Digital Designer | Jun 2003 - Mar 2006

BT Group | Instructional Designer | May - Aug 2005; NHS training templates

Bandwidth | Senior Designer | Jun 2002 - Jun 2003

Learning Channel | Illustrator | 2000

Tools

Figma, Adobe Creative Cloud (including After Effects), SVGator, WordPress/Gutenberg, Divi, MaxiBlocks, GitHub and Codex. Working knowledge of HTML/CSS; AI-assisted prototyping and a background in Flash animation.

Education and Availability

Diploma in Web Design and Multimedia (2000).

Diploma in Desktop Publishing (1996).

Native English | South African and German citizenship

Based in South Africa, UTC+2 | Available immediately for full-time remote work.