



Elsa Volschenk de Roos

SENIOR PRODUCT DESIGNER: SYSTEMS, EXPERIENCE & PEOPLE

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Online Portfolio



LinkedIn

Expertise

Product & Service Design

- Enterprise platform design
- Workflow architecture
- Ecosystem thinking

Experience & Product Leadership

- Experience strategy
- Stakeholder alignment
- Cross-functional facilitation

Information & Governance Design

- Information architecture
- Institutional systems
- Data structuring

Design Systems & Interaction Standards

- Scalable design systems
- Cross-product consistency
- Usability refinement

Capabilities

- UX & Product Strategy
- Service & Workflow Design
- Digital Platform & Dashboard Design
- Design System Development
- Knowledge & Information Systems Management
- Systems Analysis & Requirements Translation
- Stakeholder Facilitation & Capacity Building
- Strategic Communication & Governance Alignment
- Project & Cross-Functional Team Leadership
- Usability Testing & Continuous Improvement

Introduction and overview

Design leader with over two decades of experience shaping digital systems across higher education, government, financial services, public health, and continental institutions. I have contributed to complex enterprise platforms, cross-border trade systems, institutional quality assurance frameworks, and national information management initiatives across Africa.

My work includes enterprise UX leadership, policy-aligned platform design, institutional information audits, and cross-functional product development for organisations such as Universities South Africa, the Council on Higher Education, the African Union, COMESA, USAID-funded health programmes, and South African financial institutions.

With a strong foundation in information systems and user experience, I bring systems thinking into organisational environments - aligning stakeholders and translating operational complexity into structured, governance-aware digital solutions.

Experience Highlights

Head of UX, TFN - TruckFuelNet, 2023 - present

- Lead UX strategy across enterprise fuel, credit, and fleet platforms.
- Redesigned cross-platform workflows spanning POS, mobile app and customer portal.
- Shaped driver onboarding and credit qualification journeys.
- Established a shared design system supporting TFN and KiloMITA.

Product and UX Specialist, Octopus Information Solutions, 2010 - 2015, 2021 - 2023

- Designed enterprise workflow and reporting systems across higher education, public health, and continental trade institutions.
- Translated complex policy requirements into usable structured digital platforms.
- Contributed to roll-out of continental trade and reporting systems
- Facilitated stakeholder alignment across multi-country and cross-functional initiatives.

Education

2004, BIS Multimedia, University of Pretoria

Core modules: Computer Science, Information Science, Visual Communication, Multimedia, Visual Design and English

2005, BA (Hons) Visual Studies, University of Pretoria

Core modules: South African Visual Culture, Key texts in Visual Culture, Branding & Visual Identity & Digital Culture



Experience Continued

- 2023 - 2026 **Head of UX**, TFN - TruckFuelNet
- 2021 - 2025 **Product and UX Specialist**, Octopus Information Solutions
- 2016 - 2021 **Knowledge Management Advisor**, USAID TB South Africa Project
- 2015 - 2016 **Project Manager**, Nedbank Business Banking
- 2010 - 2015 **Information Specialist & Project Manager**, Octopus Information Solutions
- 2011 - 2015 **Part-time Lecturer in Visual Design**, University of Pretoria
- 2009 - 2010 **Information Management Consultant**, University of Pretoria
- 2007 - 2010 **Part-time Consultant & Trainer**, Shadowmatch
- 2008 - 2025 **Owner, Consultant & Facilitator**, NXTmove4.0 Business Consulting
- 2004 - 2010 **Owner, Manager & Multimedia Designer**, Spiraleye Studios

Facilitation

- Lectured in **Visual Design** for Multimedia Students, University of Pretoria
- Facilitated **UX and systems workshops** for development teams
- Speaker and workshop contributor at Code Collective conferences on topics such as **UX, QA and UX Writing**
- Delivered **regional training** sessions for Tripartite Member States and continental trade platforms

Key Projects



[View more online](#)

- Digital Course on Business Rescue 2025**, CIPC
- TFNPay Driver Mobile App 2024**, TruckFuelNet
- Non-Tariff Barriers Reporting Mobile App 2024**, African Continental Free Trade Area (AfCFTA)
- TFN Point of Sale Mobile User Interface 2023**, TruckFuelNet
- THINK Network Website 2024**, THINK (TB & HIV Investigative Network)
- SADC TBT & SPS Non-Tariff Measures Database Training 2022 - 2023** SADC
- Coaching Portal User Interface 2021**, Shadowmatch
- Project Website, Intranet and Document Management System 2016 - 2021**, USAID TB South Africa Project
- Nurse Mentor Initiative 2015**, Foundation for Professional Development (FPD)
- Matriculation Board IT System 2015**, Universities South Africa
- Non-Tariff Barriers: Reporting, Monitoring & Eliminating Mechanism 2010 - 2013** COMESA, EAC, SADC
- Framework for the Promotion of Excellence in a National Network of Science Centres 2011 - 2014**, DST/SAASTA
- Africa Platform for Development Effectiveness (APDev) 2011 - 2014**, African Union NEPAD
- CHE Website & Intranet 2014**, Council on Higher Education
- UP Intranet 2011 - 2013**, University of Pretoria
- Institution-wide Information Audit 2010**, University of Pretoria

Tools & Platforms

Design: Adobe Creative Suite, Figma, Articulate 360

Web & CMS: Drupal, WordPress, Relume

AI & Emerging Tools: Claude, ChatGPT, Gemini, Google Stitch, Pi

Data & Visualisation: ArcGIS ArcMap, Tableau, STATA, SAS JMP, Looker Studio

Agile Delivery: Azure DevOps, Jira

Research Miro, Jotform, FigJam

References

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