

# MICHÈLE

## DE VILLIERS

I am a passionate User Experience Designer with a love for business. I transitioned from architecture to UX, bringing over 8 years consulting experience on large budget, award-winning projects, plus 5 years of design studies graduating as the top student in my class.

### CONTACT

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[linkedin](#)

### COMPETENCIES

#### Software

Figma  
Miro  
Adobe Creative Cloud  
Office 360  
Autodesk Suite

#### Research, Analysis + Design

Prototyping  
Wireframes  
Report Design  
Interaction design  
Layouts + visual literacy  
Flow diagrams  
Customer journey maps  
Interviews  
Customer surveys  
Usability testing  
Qualitative Research

#### Personal Strengths

Analytical thinking  
Design  
A mind for business  
Research  
Organization  
Writing  
Collaboration  
A natural leader

### WORK EXPERIENCE

#### **UX + UI Design Consulting** - Free-lance or Contract

##### \ **Feat. Designer Goods.** Current.

Developing UX, brand strategy & marketing roadmap.

##### \ **Oyster Data Services.** Sept - Jan (5 m).

UX & UI of Business Intelligence Reporting for a JSE-listed company: interviewing stakeholders & end users, designing mock-ups, determining graphic standards & implementing front-end reports. Worked with consultants to build Oyster Data's website & visual assets.

##### \ **Locus.** June - August 2024 (3 m).

After founding a support group for patients with chronic illness, I pursued my interest in health-tracking apps by conducting exploratory UX research: research plan, recruiting participants, designed, conducted & note-took for 12+ hrs of interviews, market research & competitive benchmarking.

##### \ **Cortopia Studios.** - May & December 2024 (2 m).

Play-tested & delivered UX/UI reports for multi-million USD VR Video Games 'Escaping Wonderland' & unreleased title in Stockholm, Sweden. Workshopped solutions with developers to ensure fast turn-around times.

#### **Noero Architects** - Institutional buildings of 30M+

##### \ **Architect.** Oct 2019 - Nov 2022 (2 yrs, 7 m. part+full-time).

Clinic for Western Cape Province Department of Health: design iteration, user group engagement, coordinating 6 engineering services, implementing technical design guidelines, extensive design iteration. Project management support: reporting, team coordination, client communication.

##### \ **Health + Well-being break.** Jan - Oct 2021 (10 m).

The project paused due to COVID-19 budget cuts, prompting my break.

#### **Urban Think-Tank** - Scalable urban solutions in ETH Zürich, Switzerland

##### \ **Lead Architect + Project Manager.** May - Nov 2019 (7 m).

Drafted contracts, met with clients & prepared design proposals.

##### \ **Architect.** Jan 2017 - April 2019 (2yrs, 4 m).

Housing Project sponsored by The Swiss RE Foundation. Returned to RSA to supervise the construction of 36 homes.

##### \ **Internship.** Nov 2015 - Jan 2016 (2 m).

##### \ **Volunteer.** June - Oct 2015 (1 m. part-time).

#### **Noero Architects**

##### \ **Architectural Technologist.** March 2013 - Dec 2014 (1 yr, 10 m.)

Sports Centre Extension & Upgrade at the University of the Western Cape.

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### REFERENCES

#### Warren Wilbraham

Founder at Oyster Data Services

[warren@oysterdata.co.za](mailto:warren@oysterdata.co.za)

#### Chelsey Wilson

Founder & Creative Director at Feat. Sock Co.

[chelsey@featsockco.com](mailto:chelsey@featsockco.com)

#### Jo Noero

Founder at Noero Architects

[info@noeroarchitects.com](mailto:info@noeroarchitects.com)

### EDUCATION

#### User Experience Design

##### \ Professional Diploma in User Experience Design. 2023

[UX Design Institute](#) accredited by the University of Glasgow. My research & analysis culminated in a case study for a desktop Hotel Booking application that involved conceptualization, iteration, and prototype testing, achieving a 92% evaluation.

#### Architectural Design

##### \ Master of Architectural Studies, Professional (Distinction). 2016

University of Cape Town

##### \ Honours in Architectural Studies. 2015

University of Cape Town

##### \ Undergraduate in Architectural Studies (Distinction). 2012

University of Cape Town

#### Other

##### \ Bachelor of Social Sciences, First Year. 2009

Majoring in Psychology, University of Cape Town

##### \ Matric Certificate (Distinction). 2008

Reddam House Tokai. IEB curriculum. Received 94% for Design.

### ACCOMPLISHMENTS

##### \ Khayelitsha Housing Project, Urban Think-Tank. 2019

UN-Habitat Best Practice in the Built Environment. Royal Institute for British Architects (RIBA) short-list. Published in Architectural Digest.

##### \ Master of Architectural Studies. 2016

'Prize for Highest Graduating Student' by South African Institute of Architects + The Cape Institute for Architecture. 'Prize for Best Architectural Student Work completed over Six Years' by South African Council for the Architectural Profession.

##### \ Postgraduate Studies. 2015 - 2016

Ada & Bertie Levenstein Bursaries, National Research Foundation Scholarships, Dean's Lists.

##### \ University of the Western Cape Sports Centre, Noero Architects. 2014

South African Institute for Architects National Award for Excellence.

##### \ St. Cyprians Girls School, Noero Architects. 2014

South African Institute for Architects National Award for Excellence.