



MICHELLE VILLA

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michellevilla.fr@gmail.com

Paris

Motivated by behavior, culture, and creative challenges of the status quo. Has 5 years of experience in generative research and visual storytelling for trend insights in fashion. Thrives in cross-functional roles, international environments, and with multidisciplinary teams.

LINKS

michelle-villa.myportfolio.com

[LinkedIn.com/in/michellevillacreative](https://www.linkedin.com/in/michellevillacreative)

LANGUAGES

English Native Proficiency
Spanish Native Proficiency
French B2

EDUCATION

CAREER FOUNDRY (2022)
UX Design Program

McCOMBS BUSINESS SCHOOL
Business Foundations

UNIVERSITY OF TEXAS AUSTIN
B.S. in Textiles + Apparel:
**Retail Merchandising,
Consumer Behavior**

TOOLS

Figma & Figjam
Balsamiq
InVision
Optimal Workshop
Helio.app
Typeform
User Testing
Photoshop
InDesign

TOP SOFT SKILLS

Curiosity
Empathy
Critical Thinking

CAREER PATH

UX RESEARCH + DESIGN

Training | Freelance

- Knows how to apply Principles of Design Thinking process
- Comfortable with agile and lean methodology work structures
- Keen with Generative and Evaluative Research
- Attentive to market overview to gauge competitor position

SWOT Analysis

Heuristic Evaluation

Usability Audit

- Manages carefully recruitment of participants for User Research tasks in person and remote, moderated and unmoderated

Interviews

Card Sorting

Preference Tests

Usability Tests

- Experienced analyzing findings to create user assets

Affinity Mapping

Empathy Mapping

Personas

User Journeys

Task Analysis

Job Stories

Sitemap

- Apt creating and iterating mobile designs and file handoff assets

Low, Medium, High Fidelity Wireframes

Prototype

DLS

Reference: Fleur Augustinus, hello@fleuraugustinus.com

Today
2021
ONLINE

2021
-
2015

PARIS
NYC

GRAPHIC DESIGN + TREND RESEARCH + TEAM LEAD

Fashion Snoops | Luxottica | MintModa | ESP Trendlab

- Worked in collaborative teams to research and design macro & micro trends for North American Brand fashion products
- Directed the visual strategy for seasonal narratives' moodboards
- Photographed and interviewed attendees to collect qual data during fashion week, cultural events & industry trade shows
- Researched and presented weekly news about updates in design, social movements, and cultural conversation of the future zeitgeist
- Ideated insights for new concepts in product design themes
- Built consulting deck presentations for clients such as Timberland, Vans, Burt's Bees, Scott Living