

MICHELLE VILLA

UX DESIGN & RESEARCH

 michelle-villa.myportfolio.com
 michellevilla.fr@gmail.com
 +33 06 23 50 20 08
 Paris, 11e

Designer and Researcher with 5+ years experience leading generative research, graphic design and visual storytelling for multi-million dollar valued fashion companies. Proven experience working with creative, sales, and production teams to bring insightful products to brands and their users.

PROJECTS

UX DESIGNER

Travel App & Language App / 2021-22

See them here: michelle-villa.myportfolio.com/ux

- Conducted generative research, SWOT & heuristic evaluations for competitor analysis to conceptualize 2 mobile apps with Flashcards and P2P Advice.
- Collected qualitative data in 2 languages, from 1 workshop, 15 usability tests, 3 interviews, and 5 card sortings.
- Synthesized data into affinity maps, empathy maps and a rainbow spreadsheet to visualize user interactions, set users needs, and prioritize iterations.
- Recruited and screened users in the US and France for remote-moderated and in person-moderated usability testing.
- Generated user personas, user stories, user flows, journey maps, and a site-map to create wireframes and prototypes of mobile and desktop designs.
- Analyzed quantitative data of 21 preference tests to improve intuitiveness.
- Created style guide and an orderly design language system for dev handoff.

UX FRONTEND DEVELOPER

Responsive Portfolio Site / 2022

See it here: michellevilla.github.io/portfolio

- Coded portfolio website in HTML, CSS, and JavaScript using Atom and Github Pages to understand frontend development demands as a designer.
- Conducted 5 remote-moderated usability tests and organized qualitative data into an affinity map.
- Designed using mobile-first responsiveness for different viewports.
- Ran cross-browser testing in 21 formats for iOS and Android.

WORK EXPERIENCE

UX DESIGNER & RESEARCHER - Freelance Remote

 Fundsup.co & Fleur Augustinus

Utrecht / 2022

B2B service designed to connect investors with founders. Its mobile app and website platforms combine AI, machine learning and data-driven matchmaking algorithms.

- Collaborated with Senior UX Designer to create responsive designs for a platform hosting 700 users.
- Wireframed iOS responsive desktop screens for 7 features (chat, forum, kanban, profile, search, community, membership) for 3 persona flows.
- Created web components (navigation menus, dialogs, buttons, forms, cards, and more), researched competitors' interfaces, and maintained an organized design language system.

UX SKILLS

Methods

- Wireframing
- Generative Research
- Visual Strategy
- Interviews
- Qualitative Analysis
- User Testing
- Prototyping
- Affinity Mapping
- User Personas
- User Flows
- Journey Maps
- Sitemapping
- Card Sorting
- Responsive Design
- Heuristic Evaluation

Tools

- Figma
- Photoshop
- InDesign
- Notion
- Balsamiq
- Optimal Workshop
- Helio.app
- Marvel.app
- Typeform

Top Soft Skills

- Curiosity
- Critical Thinking
- Empathy

EDUCATION

UX Design with Frontend Development for Designers

Certification 2021-22

Career Foundry

Business Foundations

Certification 2011-15

McCombs School of Business

Retail Merchandising & Consumer Behavior

Bachelor of Science 2011-15

University of Texas at Austin

LANGUAGES

English Native Proficiency
Spanish Native Proficiency
French Autonomous - B2

RESEARCHER & GRAPHIC DESIGNER - Full-time Hybrid



Fashion Snoops

NYC & Paris / 2017-21

Consulting and service agency with an online platform that gives brands, product developers and retailers in consumer-facing markets research insights on future trends.

- Collected qualitative data through in-person consumer interviews, averaging 20 per industry event and 120 per music festival.
- Reported to 9 teams with research on latest trends that helped make informed product decisions and create better understanding of users.
- Co-directed UI design of paid-content site to grow client visits & retention.
- Presented to 30 coworkers weekly news on product design innovations, and topics about user wants, needs and pain points.

TREND ANALYST LUXURY PRODUCT- Freelance On-site



Luxottica

NYC / 2016-17

Vertically integrated eyewear conglomerate of fashion, luxury and sports eyewear with a portfolio of proprietary brands like Ray-Ban, and licensed brands like Chanel.

- Turned trade show data into actionable design insights through North American Brand quarterly licensee reports (Coach, Tory Burch, Michael Kors) on user motivations and opportunities.
- Conducted exploratory research on product collections to publish industry-direction newsletters for the R&D and product teams in the U.S. & Italy.

MANAGER ART & DESIGN- Full-time On-site



ESP Trendlab

NYC / 2015-16

Research and consulting agency that detects and analyzes cutting-edge design and consumer trends for 800+ leadership brands. Previously published its own trendbooks.

- Managed a 5-member cross functional team, supervised product quality, deadlines, and production constraints during 5-month releases.
- Contributed with visual strategy in the creation of 5 digital & print books.
- Leveraged relationships with suppliers to invest in future product viability.
- Ensured that the product met the standards of 800+ client brands.

Matriculated with URSSAF as
Autoentrepreneur

Active Permit to work in France with
Multiannual Visa Vie Privée et Familial

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

