

Mitchell Davies

User researcher & product designer

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Cape Town, South Africa

Experience

Crossroads Health

Freelance product manager & lead designer

Oct 2020 - Present

Scoping and designing their flagship internal software application for credit balance resolution in the healthcare provider industry.

Developing and managing an iterative and agile product roadmap for the business.

Prodigy Finance

UX/UI designer

Feb 2019 - present

Leading strategic and tactical design projects. Developing design research strategy. Leading field user research trips in key customer markets. Website redesign to optimise funnel conversion. Establishing customer empathy and evangelising design across the business.

Mentoring junior designers and interns.

Junior UX/UI designer

Sep 2017 - Jan 2019

Designing for internal and external users across embedded teams.

Wireframing and rapid prototyping. Conducting usability tests and user interviews.

Graduate Intern - Operations

Jan 2017 - Aug 2017

Responding to and managing customer queries. Back office processing of customer loan applications. Assisting brand, marketing, business development, credit risk, finance and design through various projects.

Education

University of Cape Town

Bachelor of Commerce, Management studies

2012 - 2016

Skills

User research

User interviews

Usability testing

Task analysis

Surveys

Research analysis

Information architecture

Design strategy

Journey mapping

Wireframing

UI design

Copywriting

Roadmapping

Tools

Figma

Sketch

Abstract

Miro

Marvel

Heap

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