

Simóne Viljoen

Senior Product Designer | UX/UI Lead | Business Analyst

Product Definition · UX Strategy · Requirements Analysis · Design Systems

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PROFILE

UX/UI Lead and Business Analyst with 5+ years of experience across digital design, UX/UI, and product delivery, including recent work defining complex platforms across events, government, and enterprise environments. Specialises in translating ambiguous business needs into clear product direction, bridging the gap between users, stakeholders, design, and technical delivery.

Combines UX strategy, systems thinking, and requirements definition to structure end-to-end experiences across interactive installations, AR, registration platforms, admin workflows, mobile apps, and complex web products. Proven track record of improving clarity in early project phases, aligning cross-functional teams, and streamlining delivery in fast-paced, high-pressure environments.

SELECTED UX & PRODUCT HIGHLIGHTS

Dubai Games 2024 - 2026

Led product definition and UX strategy for registration, check-in, and on-site scoring tools across 3 annual editions of Dubai's largest government-backed sports event.

- Defined end-to-end product flows across registration, payments, QR check-in, scoring, and complex admin workflows
- Led UX/UI design across multiple apps and tech stacks
- Supported user-friendly Arabic/English RTL interfaces for 220 teams, 1,800 registrations, and 1,300 athletes in 2026 alone

Tech Talents Hub 2026

Led product experience and UX strategy of a virtual job fair platform for the Saudi Ministry of Communications and Information Technology.

- Shaped product features across AI matchmaking, job applications, interviews, and live workshops
- Designed user journeys for multiple user roles across a fully Arabic/English RTL experience supporting approximately 10,000 users
- Analysed support metrics and user feedback from each edition to design data-driven enhancements across the platform

A2RL 2024 - 2026

Led product definition and UX/UI design across multiple event experiences for the Abu Dhabi Autonomous Racing League.

- Defined requirements for tiered registration, on-site check-in, interactive activations, and a native mobile app with a racing game powered by live telemetry data
- Structured user journeys across registration, event engagement, and operational touch points
- Latest edition supported around 10,000 registrations and seamless on-site check-in flows

EXPERIENCE

UX/UI Lead & Business Analyst

Eventagrate Group | Jun 2024 – Present | Dubai, UAE

- Progressed from UX/UI Designer to UX/UI Lead and Business Analyst after 10 months, expanding from hands-on design into product definition, business analysis, design leadership, and team management.
- Lead product definition and delivery across digital platforms and operational systems for multi-stakeholder projects.
- Translate ambiguous client briefs into user journeys, workflows, functional requirements, feature outlines, design systems, and delivery-ready handover documentation.
- Support stakeholder alignment by identifying gaps, risks, blockers, dependencies, and feature prioritisation needs.
- Scale and govern design operations across concurrent projects, standardising review formats, change logs, content/translation tracking, handover templates, and UI QA processes.
- Lead, mentor and manage a multicultural UX/UI design team of 4 designers, including interviewing, onboarding, performance reviews, design direction, and quality control.
- Improve cross-functional collaboration between designers, developers, QA, project managers, account managers, and marketing teams by optimising communication and handover processes.
- Act as a key product knowledge source for QA and delivery teams, clarifying expected behaviour, edge cases, content status, and product decisions throughout implementation and testing.
- Analyse platform performance data, user feedback, and retrospectives to produce reports for clients and internal teams that inform feature prioritisation and strategy for future iterations.
- Contributed to solutions delivered for organisations including The Executive Council of Dubai, the Saudi Ministry of Tourism, MCIT, Dubai Holding Entertainment, Coca-Cola, and Aspire.

UX/UI Designer

Eventagrate Group | Sep 2023 – Jun 2024 | Dubai, Remote

- Designed user interfaces for desktop, mobile, and interactive installations across web, native, and experiential technologies.
- Developed and governed scalable, structured design systems with handover-ready tokens and variables.
- Created structured processes for design files, handover, content, translations, UI QA, client reviews, project documentation, and cross-functional communication.
- Supported client communication through prototypes, design reviews, progress presentations, feedback tracking, and content management.
- Collaborated with developers, QA, project managers, and business developers to deliver scalable, user-centred digital products under tight timelines and shifting requirements.
- Identified UX gaps and product risks through user research and usability testing, advocating for best UX/UI practices.
- Designed fully bilingual Arabic/English platforms with complete RTL layouts, mirrored components, and localised content across web, mobile, and admin interfaces.

Visual Design Manager

KlickSense | Aug 2021 – Sep 2023 | Cape Town, South Africa

- Progressed from junior designer to leading the visual design function across client and internal work.
- Delivered digital and print assets across social, web, email, motion, and packaging.
- Managed and evolved brand identities, including design systems and guidelines.
- Collaborated with developers to deliver web-ready assets and designs.
- Led client communication, aligning on requirements and managing feedback.
- Mentored interns and ensured quality and consistency across the design team.

Subtitle Editor

Content Lab | Nov 2020 – Aug 2021 | Cape Town, South Africa

- Transcribed, translated, and quality-checked subtitles for localisation projects.
- Ensured accuracy, timing, and consistency across high-volume content.
- Worked collaboratively with content writers using industry-grade subtitling tools and workflows.

Assistant Gallery Manager

Imibala | Feb 2019 – Aug 2019 | Cape Town, South Africa

- Managed day-to-day gallery operations including sales, curation, client engagement, and artwork logistics.
- Coordinated exhibitions and events, including planning, setup, artist liaison, and designing marketing material.

KEY SKILLS

Product Definition & Business Analysis

Product discovery, problem framing, requirements definition, user journey mapping, workflow design, role-based flows, acceptance criteria, ambiguity management, and end-to-end product lifecycle support.

UX Strategy & Experience Design

UX/UI strategy, interaction and motion design, information architecture, design systems, Arabic/English RTL and localised interfaces, product experience governance, and coherent multi-module product experiences.

Client & Stakeholder Alignment

Client-facing communication, requirements discovery, stakeholder alignment, workshop facilitation, expectation management, and translating between business, design, engineering, and QA teams.

Team Leadership & Design Operations

Team growth and mentoring, hiring and onboarding, performance reviews, design quality management, design operations, handover processes, UI QA support, and multicultural remote team coordination.

Tools and Technical Skills

Adobe Photoshop and Illustrator, Figma, Rive, HTML and CSS, Visual Studio Code, AI tools such as Claude Code, Claude Design, Codex, Google Stitch, Pencil, Lovable, Figma Make.

EDUCATION

Bachelor's Degree, Visual Communication Design

Stellenbosch University | 2013 – 2016

LANGUAGES

English (native) • Afrikaans (native)

PERSONAL DETAILS

Marital Status: Single • Visa Status: Currently based in UAE, visa sponsorship transfer required