

Simóne Viljoen

Senior UX/UI Designer

User-centred Design · Design Operations Governance · Accessible Digital Solutions · Interface Localisation
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PROFILE

UX/UI Lead and Business Analyst with 5+ years of experience defining and designing complex digital platforms across events, government, and enterprise environments. Specialises in translating ambiguous business needs into clear, user-centered 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, from interactive installations and AR to complex web platforms supporting various administration features. Proven track record of improving clarity in early project phases, aligning cross-functional teams, and supporting successful delivery in fast-paced, high-pressure environments.

SELECTED DELIVERY HIGHLIGHTS

Dubai Games 2024 - 2026

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

- Defined end-to-end product flows across registration, payments, QR check-in, and scoring
- Led the UX/UI design of multiple apps across different tech stacks
- Delivered user-friendly, bilingual interfaces to 220 teams, 1,800 registrations, and 1,300 athletes in 2026 alone

Tech Talents Hub 2026

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

- Shaped product features and led the UX/UI design across features AI matchmaking, job discovery, interviews, and live workshops
- Translated business goals and user needs into scalable product flows across a bilingual platform that met the needs of multiple user types and roles
- The platform supported approximately 25,000 users and its success led to 3 further iterations

A2RL 2024 - 2026

Led product definition and UX/UI design across multiple events for the Abu Dhabi Autonomous Racing league.

- Defined the product requirements for tiered event registration, on-site check in, interactive activations, and a native mobile app with a racing game integrating live telemetry data
- Latest edition handled around 10,000 registrations seamless check ins

EXPERIENCE

UX/UI Lead & Business Analyst

Eventagrate Group | Dubai, UAE | Sep 2023 – Present

- Progressed from UX/UI designer to Team Lead and Business Analyst within 10 months.
- Led product definition and delivery across digital platforms and operational systems for multi-stakeholder projects.
- Translated business goals and ambiguous briefs into clear product strategies, feature outlines, and user-centered solutions by communicating directly with clients and analysing their goals and pain points.
- Contributed to stakeholder alignment by identifying gaps, risks, blockers, and evaluating feature prioritisation.
- Defined user journeys, workflows, and technical requirements to support scalable and efficient product development.
- Monitored product performance in live environments to create comprehensive documentation and capture user feedback.
- Created structured and scalable processes to manage design files, handover, content, translations, UI QA, client reviews, project documentation, case studies, and cross-functional communication.
- Governed processes and owned design operations across multiple projects with concurrent timelines and overlapping deadlines.
- Led the UX/UI design team, managing their growth and developing streamlined processes and communication with developers, QA, project managers and marketing teams to optimise the handover of high-quality, user-friendly designs.
- Introduced emerging software tools to optimise workflows by staying up to date with the design and tech community.

- Contributed to solutions delivered for organizations including The Executive Council of Dubai, The Saudi Ministry of Tourism, MCIT, Dubai Holdings Entertainment, Coca Cola, and Aspire.

Visual design manager

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

- 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 | Cape Town, South Africa | Nov 2020 – Aug 2021

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

- Managed day-to-day gallery operations including sales, curation, and client engagement
- Coordinated exhibitions and events, including planning, setup, and artist liaison
- Handled artwork logistics, packaging, and shipping
- Designed marketing materials and supported promotional campaigns

KEY SKILLS

Definition & Analysis

Product discovery, problem framing, user journey and workflow design, requirements definition, translating business needs into structured product features, working effectively under ambiguity, supporting the end-to-end product lifecycle through to launch.

Client & Stakeholder Management

Client-facing communication, stakeholder alignment, workshop facilitation, management, cross-functional collaboration, bridging business, design, and engineering teams.

Team Leadership & People Management

Team growth and mentoring, performance management, hiring and onboarding, managing cross-functional team dynamics, driving consistent, high-quality team output in high-pressure environments.

Tools and Technical Skills

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

EDUCATION

Bachelor's Degree, Visual Communication Design

Stellenbosch University | 2013 – 2016

LANGUAGES

English (native) • **Afrikaans** (native)