








ANNELIEZE C WILLIAMS

UX RESEARCHER & DESIGNER

CONTACT

-  +61 0434 057 068
-  anneliezew@gmail.com
-  [linkedin.com/in/AcW82](https://www.linkedin.com/in/AcW82)
-  [anneliezecwilliams.com](https://www.anneliezecwilliams.com)
-  Sydney, Australia

ABOUT ME

I have always been driven by the desire to understand people. Previously, this meant unpacking psychological assessments to inform business decisions regarding 'fit' for a given role, team and department.

Now more than ever, business requires an understanding of their customers to ensure a better 'fit' between their product offering and user requirements.

I believe my experience in understanding behavioural profiles and observing behaviours in a test setting, provides an added edge as an UX Researcher and Designer.

UX CERTIFICATIONS

- Product Management Foundations
2024
Academy Xi
- UX/UI Transform
2022
Academy Xi
- UX Fundamentals
- Master Usability Testing and UX Research
- Beyond Usability
2018
Udemy

UX PROJECT EXPERIENCE

MediGo Sleep **2022**

OVERVIEW: Researched and designed a customer-facing online platform that would: (a) connect patients and healthcare professionals, (b) facilitate and monitor treatment, and (c) provide educational materials and resources.

Patient treatment journeys were unpacked to identify key user needs and goals; solutions that support a positive patient experience and facilitate the work of healthcare professionals prioritised; design decisions validated through usability testing; and a high-fidelity desktop prototype delivered.

ROLE: UX/UI Designer responsible for deliverables in each design phase, from user research to prototype development.



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UX RESEARCHER & DESIGNER

DESIGN TOOLS

- FIGMA
- MIRO
- INVISION

SKILLS

- COLLABORATION
- COMMUNICATION
- ATTENTION TO DETAIL
- ORGANISATIONAL SKILLS
- INTERVIEW SKILLS
- RESEARCH
- STAKEHOLDER MANAGEMENT
- PROJECT MANAGEMENT

MEMBERSHIPS

Interaction Design Foundation
2023

UX PROJECT EXPERIENCE

Ebon FX **2022**

OVERVIEW: Researched and designed a reimaged website and Fx portal to provide existing and future users a seamless experience when sending money overseas for business or personal reasons.

Key user needs and goals were identified; solutions prioritised based on their impact on user experience and feasibility of implementation; design decisions validated through usability testing; and a high-fidelity desktop prototype delivered.

ROLE: UX Designer responsible for User Interviews (including guide development), Affinity Mapping, Personas, Customer Journey Mapping and Usability Testing (including script development). Also assisted with Ideation, Information Architecture and User Flows.

Independent Project – Mobile Audiobook App **2022**

Developed a mobile audiobook app using the double-diamond design method

- User research – Interviews, Survey
- Data synthesis – Affinity and Empathy Maps, Persona, Customer Journey
- Ideation – Crazy 8s, Storyboard
- UX architecture - User Flows, Wireframes
- Prototypes and Usability Testing



ANNELIEZE C WILLIAMS

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EDUCATION

Master of Social Science:
Organisational Psychology
2009

University of KwaZulu-Natal
(Durban, South Africa)

Bachelor of Arts (Honours):
Organisational Psychology
2006

University of Witwatersrand
(Johannesburg, South Africa)

Bachelor of Arts: Psychology
2002 - 2004

University of KwaZulu-Natal
(Durban, South Africa)

OTHER WORK EXPERIENCE

Mar 2018 – Aug 2019

HR Assistant • St Vincent de Paul Society • Sydney, Australia

- Provided HR administration support to multiple teams
- Involved in a number of projects outside daily responsibilities

TRANSFERRABLE SKILLS

- Stakeholder management
- Organisational skills
- Collaboration
- Communication
- Attention to detail

Dec 2016 – Apr 2017

Consultant • OPRA Psychology Group • Sydney, Australia

- Psychological assessment administration, data analysis, report writing and feedback
- Assessment centre interviewer and observer

TRANSFERRABLE SKILLS

- Stakeholder management
- Organisational skills
- Collaboration
- Communication
- Data analysis
- Report writing

Mar 2013 – Feb 2016

Assessment Specialist • MultiChoice Support Services • Johannesburg, South Africa

- Co-ordinated end-to-end psychological assessment function for the Global Group across 2 assessment centres
- Assessment centre management

TRANSFERRABLE SKILLS

- Stakeholder management
- Organisational skills
- Collaboration
- Communication
- Data analysis
- Data management
- Report writing