

Michela Vieri

michela.vieri.hp@gmail.com · linkedin.com/in/michelavieri/ · michelavieri.com · dribbble.com/michelavieri/

WORK EXPERIENCE

Sembly / Product Designer & Software Engineer

May 2023 – present

- Designed and prototyped user flows and features, translating complex requirements into seamless and engaging user experiences while ensuring rapid iteration cycles.
- Took on product management responsibilities by analyzing use cases, defining feature specifications, and coordinating with cross-functional teams to align product planning with business goals.
- Designed and developed the design system, ensuring visual and functional consistency across the platform. Contributed to major projects including Activity Logs, Review Response Summary, Grounding & Attribution, Space Layout, Governance Tools, etc.

Freelance / Product Designer, Manager & Engineer

Jan 2021 – Feb 2025

- Designed and developed customer-facing applications for brands such as Subway, Vicinity Studio, APC, WanderHER, DotProjects, etc.
- Managed full-cycle product development for client-facing applications, aligning business goals with UX strategy, leading to 100% successful deployment and improvements in engagement

Sea Labs / Software Engineer Intern

Jan 2022 – Aug 2022

- Developed 9 applications for monthly release in SEA Cloud Service Product with React, Typescript, Docker, Jenkins
- Streamlined translation workflows with a custom Yarn script and developed design system components for Sea's UI library

Shopee / UI/UX Designer Intern

May 2021 – Aug 2021

- Conducted research to redesign Shopee Food (Vietnam) with CTR data and user testing
- Designed icons, illustrations, pages, and banners for Shopee Food Vietnam with 5M+ users using Figma

NUS Computing / Teaching Assistant

Jan 2021 – Nov 2022

- Led weekly tutorials for 60 NUS undergraduates in Data Structures & Algorithms (CS2040) and Programming Methodology (CS1010J)

Dateideas / UI/UX Designer & Software Engineer Intern

Dec 2020 – Jan 2021

- Created user-facing code for home and shop page using React Native, JavaScript serving 50k+ users for weekly releases
- Improved mobile application design through user research and interviews, resulting in a 30% increase in checkouts

EDUCATION

National University of Singapore

2019 – 2023 | CAP: 4.55/5.00

BComp Information Systems

Specialisation: Digital Product & Platform Management

Dean's List Award AY22/23

SKILLS

Design & Research

Figma · Illustrator · Photoshop ·
Lottie animations · Graphic Design ·
User Research · User Testing · Miro

Software engineering

TypeScript · Java · React · Redux ·
HTML · CSS · SQL · Python

Product management

Product Strategy · Agile & Scrum ·
Roadmapping · MS Projects

AWARDS

1st Place Designer / CREATION 2023

Top Student / Digital Marketing 2022

Best IT Project / NUS STePS 2021

1st Place Designer / CREATION 2021

Innovative IT Solution Award / NUS
StartIT Bithacks 2020

Diploma / Piano ABRSM 2019

LEADERSHIPS

Design Director of NUSSU CommIT

Increased IT organisation's visibility through leading a 7-member team

Software Director of NUS Fintech Society

Co-led 4 software development projects with partner companies

Team Lead

Led a team of 6 in platform development and won Best IT Project