

Jacques Muller

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Summary

Accredited Customer Experience Master® & Certified User Experience Designer

Jacques Muller has more than 10 years' experience in customer improvement roles. The core of his career focused on customer experience management, UI/UX design, product & service design, project management, process reengineering, market research, and data migration. He is the ideal candidate to interpret business requirements and translate to technical deliverables. He makes use of creative problem solving, techniques, to find root causes and solve whatever problem. His goal is to create customer centricity within an organisation that results in an exceptional user/customer experience.

Experience



Consultant

IQbusiness South Africa

Aug 2021 - Apr 2024 (2 years 9 months)

Equity Bank - Kenya

Corporate Internet Banking & Biller Manager UX/UI Design Lead

- Usability research
- Persona development
- Cross-functional stakeholder management/collaboration
- Support front-end developers & QAs
- Business process evaluation
- Service design
- UI audit
- Ensure design guidelines are followed
- Follow an omni-channel approach
- Resource management



Senior User Experience Designer

Freethinking

Mar 2021 - Jul 2021 (5 months)

Senior User Experience Designer at MTN: MoMo Application (Mobile Financial Service)

- End-to-end User Experience Design
- Product and Service Design
- UI/UX Design
- Journey mapping
- Competitor Analysis
- Persona development

Owner

Spiral Circle: Experience Consulting

May 2020 - Mar 2021 (11 months)



Consultant

IQbusiness South Africa

Aug 2019 - Mar 2020 (8 months)

RMB Employee Experience:

- Stakeholder engagement
- Persona development
- Experience design
- Primary and secondary research
- Employee Value Proposition Analysis
- Design Thinking



Manager

IQbusiness South Africa

Mar 2019 - Jul 2019 (5 months)

Digital Design Lead At Nedbank:

- Manage UX and CX resources (within squad/scrum team)
- New product and service concept design
- Provide guidance on UX and CX design
- Cross functional collaboration sessions
- Design specifications
- Align design deliverables with internal projects/squads
- Client/User research
- Competitor analysis
- Persona Development
- Wireframe design
- Prototypes
- Map customer/user journeys
- Service blueprint
- Ensure Digital Design process is followed
- Compile user stories for squad backlog
- Unblock project blockers
- Conflict management
- Stakeholder engagement



Senior Specialist: Business Transformation

Vodacom

Jan 2016 - Feb 2018 (2 years 2 months)

- Data migration: Vodacom legacy systems to new CRM & Billing systems
- UI and UX specification, flows, wireframes, testing, user journey
- Product and Service Design
- Service blueprint
- Facilitate and manage data acquisition business rules
- Ensure data transformation according to specifications
- Data cleansing and mapping according to specifications

- Post-migration data validation, testing and signoff
- Investigate and resolve data discrepancies
- Manage technical and product dependencies impacting data migration
- Ensure coherence between migration teams
- Migration solution enhancements and maintenance
- Cross business stakeholder engagement/collaboration (all levels)
- Systems GAP analysis
- Overall business support throughout the migration project
- Identify and scope new business requirements e.g. BI, MI, Acquisitions, Credit & Risk, Billing & Fraud, BI & MI, Call Centres – related to the new CRM & Billing system
- New product development and implementation
- Review, enhance and document new process
- Business KPI's tracking Ad-Hoc Analysis
- Project Management (governance, scope, risk & issue resolution/mitigation, quality control, time and cost management, reporting, manage scope creep, track budget etc.)
- Team management: Permanent staff, technical consultants, project managers and offshore development teams



Senior Customer Experience Manager

Cell C

Jan 2013 - Dec 2015 (3 years)

- Customer Experience strategic planning
- Implementation of research methodologies e.g. as Net Promoter Score (NPS), Ad Hoc customer surveys and focus groups
- Client/User research
- Competitor analysis
- Persona Development
- Customer journey mapping
- Evaluate Customer Experience across systems and Touch-Points
- Call Centre data analysis (FCR, AHT, Routing, SLA's etc.)
- Benchmark internal service delivery
- Customer Value Proposition
- Business analytics
- Process management
- Project Management (governance, scope, risk & issue resolution/mitigation, quality control, time and cost management, reporting, manage scope creep, track budget etc.)
- GAP Analysis
- Root Cause Analysis
- Managing internal and external stakeholders
- Team management: Permanent staff, technical consultants, project managers and offshore development team
- Staff performance reviews as per agreed KPI's
- Support the overall organizational customer centricity strategy



Customer Experience Manager

Vodacom

Jul 2010 - Jun 2012 (2 years)

- Evaluate Customer Experience across people, process and technology in order to identify GAPs and improvements
- Research and recommend industry best practice
- Client/User research
- Competitor analysis
- Persona Development
- Customer journey mapping
- Customer focus groups
- Customer Value Proposition
- Identify and recommend internal cultural changes improving Customer Experience
- Setup Project Management Office
- Implementation of Customer Experience Improvement Projects across business
- Project/Program Management (setup PMO office, governance, scope, risk & issue resolution/ mitigation, quality control, time and cost management, reporting, manage scope creep, track budget etc.)
- Managing internal and external project stakeholders
- Identify key performance indicators to be monitored and controlled
- Managing of budgets (when required)
- Team management



Specialist Research Analyst

Red Man Technologies

Mar 2009 - Jun 2010 (1 year 4 months)

Onsite Consulting at Vodacom South Africa

Project Management

- Brand Health Tracking (BHT): Aligning Vodacom's BHT with Vodafone Group Brand Measurement System (BMS).
- Net Promoter Score (NPS): Implementation across Vodacom business
- Vodacom African Opco's market research support.

Process Management

- Internal and external process management.
- Internal and external Service Level Agreements.
- Vendor management (Proposal, SLA, invoicing)
- Review and update processes according to business requirements

Research and analysis

- Monthly/quarterly insights reporting.
- Support Product/ Brand Managers with brand research insights.
- Trend Analysis
- Research vendor management.
- Research insight presentations to business.
- Identify and report areas of improvement.
- Vodacom campaign testing
- Compile research agency brief
- Measure KPI's

Regional Vodacom site visits

- Meeting with relevant regional and presenting regional marketing research insights

Mystery Shopping Portal:

- Implementation of an online Mystery Shopping Portal across Vodacom regional offices



Project Manager (Prince2)

National Car Parks Limited

Mar 2008 - Nov 2008 (9 months)

- Project Manager: Implementation of traffic enforcement systems
- Business Analysis
- Assisting bid team and contract managers with IT technical requirements.



Consultant

Edge Consulting

Jan 2005 - Jul 2007 (2 years 7 months)

- Project manager: Vodacom
- Implementation and support of Vodacom Lesotho Billing system
- Project manage varies Vodacom EPPIX System enhancements
- Business Analysis
- Data migration specialist
- Account Management
- Massmart Holdings – Holding company for major South African wholesalers and retailers that specializes in the negotiations of retail supplier contracts and the invoice and billing of these supplier



Technical Team Leader

EppixComm

Jul 2001 - Dec 2004 (3 years 6 months)

- Team Leader
- Technical Business Analyst
- Support Analyst
- Informix developer
- Onsite facilities management (Africa clients)

Software Developer

Openware

Jan 1998 - Jun 2001 (3 years 6 months)

Informix Developer

Education

UNISA

Strategic Management, Business Management

XPERTISE (UK)

Prince2

2007 - 2007

Prince2 (Candidate number: P2R/246406 with APMG)

X-Pert

Diploma, Project Management
2001 - 2001

Damelin College

Diploma, Management Development
2001 - 2001

BPGROUP

Accredited Customer Experience Master, Customer Experience
2019 - 2019



University of Cape Town

User Experience Design, User Experience Design
2020 - 2021
User Experience Design



The Interaction Design Foundation

Service Design: How to Design Integrated Service Experiences, UX Design



The Interaction Design Foundation

Journey Mapping, UX Design



The Interaction Design Foundation

Conducting Usability Testing, UX Design
Design a user test and set test goals to evaluate products and interfaces.



The Interaction Design Foundation

Mobile User Experience (UX) Design



The Interaction Design Foundation

Visual Design: The Ultimate Guide



The Interaction Design Foundation

CERTIFICATE

Jul 2022 - Nov 2022
"Design Thinking: The Ultimate Guide"



The Interaction Design Foundation

Accessibility: How to Design for All, User Experience
Feb 2023 - Mar 2023

Accessibility: How to Design for All

code.org

Basic HTML and CSS Design, Web Page, Digital/Multimedia and Information

Resources Design

Jan 2024 - Jan 2024

Basic HTML and CSS Design

Licenses & Certifications



INTERACTION DESIGN FOUNDATION - Interaction Design Foundation (IxDF)

Skills

HTML • Cascading Style Sheets (CSS) • User Experience (UX) • User Interface Design • Figma (Software) • Sketch App • Financial Services • Customer Experience Management • Project Management • Business Strategy