

Jorick Michiels

Business & Technical Analyst · UX, design systems & prototyping

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Independent consultant through Jorick Michiels Services CommV · Hybrid or remote, preferably four days a week

· Available from 2027

PROFILE

Business and technical analyst since 2011, turning business needs into specified, validated and delivered digital solutions, for a medical device manufacturer, an e-commerce company, a national media group and, since 2023, the European Commission. What sets me apart is that I don't stop at the specification: I prototype and build what I analyse, so requirements, acceptance criteria and design decisions are proven feasible before they reach a delivery team. Most recently I turned years of experience on a large Moodle platform into a field-tested Moodle 5 handover guide for other organisations. Running my own business for many years taught me to own outcomes, work with very different clients and keep things moving.

CORE SKILLS

Analysis

requirements elicitation, user stories and acceptance criteria, functional and non-functional specification, process analysis, UAT, stakeholder facilitation

UX & design

user-centred design, design systems, wireframing and code-based prototyping, accessibility (WCAG 2.1 AA)

Delivery

Agile/Scrum, backlog management, technical writing and handover documentation (docs-as-code, plain language), upgrade and release coordination

Technology

PHP, JavaScript, HTML/CSS, SQL (PostgreSQL, MariaDB), Moodle 4.5 to 5.3, Docker, Git, PHPUnit/Behat; AI in practice (agentic coding, AI translation pipelines)

EXPERIENCE

Technical Analyst & Moodle Developer

2025 – 2027

European Commission (contracted via NRB / Trasy International, now Keyes)

- **Business analysis:** before features were built, researched what Moodle already offers, how a feature would best fit in Moodle and whether it should be built at all, and documented and presented the findings; for example multi-tenancy and full multilingual support without custom development, where earlier custom solutions had introduced bugs.
- **ECL integration:** analysed how the Commission's design system, the Europa Component Library (ECL), could be applied to Moodle without forking either side; designed and built themes that render the official components natively, first on Moodle 4.5 and later as a complete Moodle 5 theme.
- **Course discovery:** specified a faceted search and filter catalogue over Moodle's course data and delivered it as a reusable Moodle 5 plugin with typo-tolerant search.
- **Moodle 5 handover guide:** designed and wrote a practical guide to setting up and running a Moodle 5 site for organisations without a technical team, published from one source as a slide deck, reference documents, a Moodle course and a live demo site; every procedure proven on a real server, including backup, restore and upgrades.
- **Configuration and migration analysis:** measured which settings the platform had changed from standard Moodle and turned them into a documented preset; demonstrated a scripted, verified migration of real courses from Moodle 3.11 to Moodle 5.
- **Handover and accessibility:** implementation tickets with acceptance criteria and deployment guidance for the delivery team; content in all 24 official EU languages, built on accessible design-system components.

Technical Product Analyst

2023 – 2025

European Commission (contracted via iO, as Senior Accessibility Expert)

- Translated business and user needs into functional specifications, user stories and technical documentation, bridging policy experts and developers.
- Researched, documented and presented what Moodle already offers before new features were built, how they would best fit in Moodle and whether they were worth building.
- Built a cross-platform design system in Figma to align the website, courses and presentation materials, with design tokens synced automatically to a functional PHP prototype (outside Moodle) in which features were worked out and tested with stakeholders before implementation.
- Proposed thorough user-experience improvements for the ServiceNow integration.

- Worked out AI use cases the platform could implement: a semantic search based on retrieval-augmented generation (RAG), text-to-speech and speech-to-text.
- Wrote documentation and Jira tickets and ran user acceptance tests in the Scrum team; after an external accessibility audit with poor results, analysed the findings against WCAG 2.1 AA and turned them into tickets with acceptance criteria.

Customer Experience Specialist

2020 – 2021

DPG Media (De Morgen, Het Laatste Nieuws)

- Designed retention campaigns based on data, customer segmentation and behavioural design (SUE), and tested them with A/B tests.
- Designed and prototyped an onboarding flow for new subscribers and briefed it to an external partner; campaigns across email, letters, web and print.
- Mapped the customer journey and set up a formal QA and acceptance test flow for emails.
- Worked with data and insights, the brands, the studio, CRM, legal and external partners.

Digital Product Designer & Analyst

2017 – 2019

Bru Textiles

- Owned the functional design of the B2B and B2C e-commerce platforms: specifications, user stories and high-fidelity mock-ups for an external development partner.
- Built code-based PHP prototypes to validate usability with stakeholders and speed up development.
- Managed the product backlog and sprint planning together with the manager; validated delivered features through user acceptance testing.

Functional Analyst & Designer

2012 – 2014

Nobel Biocare

- Translated clinical workflows for dental implant and craniomaxillofacial surgery planning into functional specifications, user stories and UX designs for regulated desktop and mobile software.
- Owned the product backlog in an Agile/Scrum team of about 50; ran UAT and design reviews with surgeons and clinicians.

IT Business Consultant

2011

Ordina Belgium

- Process analysis, requirements and change management for planning systems at Ewals Cargo Care, Jan de Rijk Logistics and Touring.

OWN BUSINESS

Analyst, Architect & Full-stack Developer (freelance)

2015 – present

Samtati · Hilde Van Bulck

- The platform behind a training practice, analysed, designed, built and run since 2015: activities and registrations, payment through Mollie, invoices ready for Peppol, gift cards, online courses and a website in five languages.

Founder & Managing Partner

2025 – present

Jorick Michiels Services CommV

- Independent consultancy in business and technical analysis, UX, prototyping and agentic coding. Own products: Flesh & Fiction (live), Mijnheer Jongetje (live) and Innerveld (in development).

Founder & Owner

2009 – present

Jorick Michiels Photography (own business)

- A photography business for private and business clients.
- Designed and built a custom PHP platform that automated the customer journey, from enquiry and invoicing to private image galleries.

EDUCATION & CERTIFICATIONS

Master of Science in Business Engineering, Management Information Systems, 2011

University of Antwerp, graduated with distinction

Moodle Developer Basics (Moodle, 2023) · Moodle Admin Basics (Moodle, 2023) · TensorFlow Developer (DeepLearning.AI, 2022) · IBM AI Developer (IBM, 2022)

LANGUAGES & TOOLS

Dutch: native · English: fluent (C2) · French: intermediate written (B1), basic spoken (A2)

Jira, Confluence, Figma, Adobe XD, Balsamiq, Axure, VS Code, Git/GitHub, Docker, Moodle, WordPress, agentic coding