

# Karla Fernandes

## UX/UI & Digital Product Designer

*Delivering beautiful accessible digital products that are easy to use*

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## SKILLS & EXPERTISE

**Design:** Figma, Illustrator, Photoshop, Wireframing, Prototyping, Design System & Tokens;

**Code:** HTML, CSS, Bootstrap, Javascript (*Jr. Developer*);

**Nocode:** Bravo Studio, Airtable, Zapier, Wordpress, Squarespace, etc;

**Others:** MVP, Responsive/Mobile First, Competition Analysis, Success Metrics, User Research, Product Roadmap, Strategy, Online Advertising, A/B Testing, Optimize, Hotjar, GitHub.

## LANGUAGES

**Portuguese** (*native speaker*), **English** (*fluent*), **Spanish** (*excellent*), **German** (*good*), **Italian** (*basic*)

## EXPERIENCE

**Vitamina K** » **UI/UX & Graphic Designer, Product Manager, Founder, HTML+CSS+CMS** (*Remote*) Jan '06 – Present

- Designing, building, and publishing Apps on the App Store and Google Play Store using powerful and reliable no-code tools, fully functional MVPs to shorten the time-to-market, reduce costs, and iterate with high speed.
- Create brands, corporate identity & communications, promotional material, magazines/books/newspapers, responsive user interfaces, mockups and prototype validations for a huge variety of products and activities.
- Customize Themes using unique CSS Styles or Bootstrap and develop website layouts determined by technical requirements, presenting ideas that satisfy and meet customers needs.
- Develops standards and Design Systems by creating principles and rules for diverse kinds of utilization.
- Manage projects with creative flair, updated knowledge of industry software and a professional approach to time, costs and deadlines.

**SpringBoard** » **Mentor: UI/UX Design Career, Mock Interviewer, On-Demand, Intro to Design** (*Remote*) Apr '20 – Present

**IDnow** » **UI/UX Designer Senior & Design Systems Leader [B2B] (Freelancer)** (*Munich/Remote*) May '20 – Dec '22

- Developed a Design System and created principles and rules for iOS and Android responsive native Apps.
- Created Design Tokens and Theming (Dark/Light) so that the App can be customized by each customer helping them integrate and apply their own identity to the product easily.
- Innovated creating a solution to which our customers interact with the process of customization of colors, shapes, and fonts consuming less time and increasing satisfaction.
- Found solutions for i18n/localization to improve prototype tests and promote the creation of a better design.
- Redesigned screens based on feedback received from prototype validations.
- Research and creation for web wireframe version including new features like drag and drop upload, phone and browser interactions, and cloud storage determined by technical requirements.

**The Interaction Design Foundation** » **User Experience (UX) Mentor** (*Remote*) May '19 – Set '20

**Sportradar** » **UI/UX Designer Senior [B2B/B2C]** (*Munich/Remote*) Nov '18 – Sep '19

- Delivered Wireframes for the new Managed Trading Services website. Previous steps of UX Research englobed Analysis of current User Flow, extensive Competitor Research, Interviews, Personas and Wireframes creation.
- Developed new Sports Widgets, as well as redesigned the most used ones to be more interactive and simplified.
- Worked through the Design Process for product landing pages, considering UI Inventory, Rules, Principles, Style Guide, and Patterns creating a Design System from available modules.
- Researched and created Wireframes to upgrade the navigation and product filtering on the Online Store.
- As a member of the Marketing team, my primary job responsibilities was to design, build and launch creative content in a wide variety of mediums.

## Adam Riese » UI/UX Designer Senior [B2C] (Freelancer) (Stuttgart) Aug – Sep '18

- Collaborated with the Design Team in order to create a Design System used as a source to apply the Brand Style Guide through all the platforms, including Visual and UI elements.
- Worked with the Marketing team in order to consolidate User Personas.
- Created and implemented several Banner Campaigns counting more of 70 banners in several formats.
- Redesigned User Flow by identifying upgrades through analyses of the actual flow using Google Analytics. Ideated and tested results to renovate the main Navigation for mobile/desktop.

## Makersite » UI/UX Designer Senior [B2B] (Freelancer) (Remote) Nov '17 – Jun '18

- Redesigned the concept for the Homepage (Responsive Version) taking into consideration the creation of target audiences, User Personas, Wireframes, and new StyleGuide definition from sketch to high fidelity screens.
- Rearranged the Information Architecture based on the content and analyses of the actual flow determined using Google Analytics (Acquisition, Navigation, Audience, Traffic Sources).
- Identified actions to improve the structure and content. Planned analysis of the impact of the changes via A/B tests, Marketing actions and Data gathering to measure improvements.

## Udacity » Front-End Developer (São Paulo/Remote) Dec '16 – Sep '17

- As sole Front-end Developer on the Brazilian Engineering team, updated the Marketing website design with a custom CSS Framework and implemented new features specially created for the Brazilian market.
- Collaborated with Back-end developer to rapidly turn Hi-fidelity designs into functional projects while promoting best practices, web standards and shipping clean, maintainable code.
- On the International team, played a central role in the design development and worked on migrating the international website to Angular while implementing new features focusing on scalability and performance.
- As UI/UX Designer designed landing pages for course launches, career experience, and marketing promotions, implemented new ideas and tests for the payment process and redesigned the catalog interface.

## EDUCATION

Business Made Simple

### StoryBrand Messaging Framework, Marketing, Communication & Negotiation Apr – Sep '22

Taught me how to help business owners use a plan for growing revenue. I have learned the six key areas of a business that need to be optimized so it is profitable. And more:

- remove confusion from the message so that customers finally listen and buy
- create a plan that keeps people focused and produces meaning
- create an inspiring mission statement that gets the team excited to work
- create a 5-part sales funnel that generates more revenue
- create a communication campaign that engages and inspires the audience
- create a 7-part proposal that will increase your conversion rate and win more deals
- make selling conversations easy and close more sales with 5 talking points
- manage a negotiation so you produce more win-win outcomes

Udacity.com

### Product Management Mar – Apr '20

- Had the opportunity to apply frameworks, tools, and methodologies across strategy, design, development and marketing to take a product from idea to launch through hands-on exercises.
- Worked on projects that allowed me to take a software product through the entire lifecycle, simulating typical scenarios, decisions, challenges, and opportunities for both B2B and B2C products.
- Learned from experienced product managers from renowned companies like Uber, Google, and FutureAdvisor.

## Digital Marketing *Apr – May '20*

- Learned how to use a framework to organize and plan a marketing approach for both B2C and B2B contexts.
- Managed social media presence, measured the success of acquisition and engagement efforts creating effective content. Executed advertising and emails campaigns evaluating opportunities for targeted advertising.
- Optimized search engine presence through on-site and off-site activities, including developing a target keyword list, website UX and design, and executed a link-building campaign using Ads by Google.

## Product Design *Jun – Jul '19*

- 8 weeks course designed to transform an idea into a product that blends theory and practice.
- Ideation & Validation: researched, developed, validated and refined ideas to build for a product/market fit. Learned how to efficiently conduct user research.
- Design Sprint: learned the 5-step process that uses design thinking that aims reducing risk when bringing a new product, service or a feature to the market with Google's leading Design Sprint Master.
- Key Metrics: identified common metrics relating to traffic, customer satisfaction and engagement; tools that can be used to monitor and what not to measure for each product.

IDEO.org +Acumen

## Introduction to Human-Centered Design *May – Jun '19*

- 40+ hours of training with IDEO.org, a nonprofit expert in human-centered design that develop products, services, and experiences to improve the lives of people in poor and vulnerable communities.
- An intensive 7-week course, hands-on learning experience that applies the human-centered design process to challenges across industries, sectors, and geographies to generate breakthrough ideas.
- “Reduce Stigma Towards and Increase Employment” was the theme chosen during the course to master the 4 steps of the design process, Inspiration, Ideation (Synthesis/Prototyping) and Implementation.

CareerFoundry.com

## Certified UX Designer (*Specialization in UI Design*) *Aug '17 – Jun '18*

- 500+ hours of training with industry-leading mentors, designed by experts from Apple and Amazon.
- A ten-month course focused on data-driven UX methodology with a training spanning from user research and user journeys to information architecture, wireframing, prototyping and conversion rate optimization.
- Developed several real-world projects while utilizing current tools and best practices of UX Design.

## Voice User Interface Design with Amazon Alexa (*Specialization*) *Aug – Sep '18*

- Designed Amazon Alexa Skills from scratch using tools like Amazon developer console and AWS Lambda while utilizing best practices of VUI design. The project briefing was written in partnership with Amazon.

Udacity.com

## Front-End Web Developer Nanodegree *Jul '15 – Feb '16*

- 160+ hours of training developed in partnership with Google, AT&T, and Github, this program offers a deep dive into the world of front-end web development.
- A four-month course composed of five projects ranging in complexity, building upon each other to demonstrate mastery of in-demand skills.
- Improved skills as HTML5, CSS, JS, jQuery, Responsive/Mobile websites optimized for performance.

Unieuro – Universidade Euro Americana

## Technology in Interior Design Bachelor of Science (BS) *2007 – 2008*

Agrotechnical School of Uberlândia

## Computer Technician Course Bachelor of Technology (B.Tech.) *2002 – 2003*