Clara Queirós

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EXPERIENCE

Lead UX/UI Designer (founding member) — Revery

October 2021 — February 2023, Remote

→Led design and tested the MVP version of the Pocket Kado app that achieved strong results:

• 61% of DAU (daily active users).

• 50.4% of D1, 18.7% of D7 and 11% of D30 retention.

→Optimised and launched new features in close collaboration with the founders, product and engineering teams to translate business goals, user needs and complex flows into simple and scalable designs.

→Planned and conducted user interviews to inform design decisions.

→Promoted to Lead UX/UI Designer and responsible for all design initiatives that shaped product and promoted team growth.

→Hired and mentored a design intern.

Freelance Designer

March 2020 — June 2022, Remote

→Collaborated with interactive agencies and clients on creative projects worldwide, primarily focused on digital design, web experiences, and products.

Junior Designer — Svrf, Inc. (acquired by Poplar)

July 2019 — March 2020, Remote

→Led SVRF app design from conception to launch, working with stakeholders to establish timelines, product requirements, user flows, technology limitations, and goals.

→As solo designer, was responsible for researching, creating wireframes, users flows and high fidelity mockups of SVRF website and mobile app.

→Created a design system by working closely with the engineering team, that scaled across web and mobile, increasing the development speed in design and engineering.

→Led the rebranding of the company: typography, color palette, and iconography.

→Participated in user interviews to test users' responses to MVPs and prototypes.

UI Designer — We Are Interactive

April 2019 — July 2019, Lisbon (Portugal)

→Designed the UI for interactive museum exhibits to deliver an immersive experience.

→Collaborated with the engineering team from conception to hand-off, to meet tight deadlines.

→Led the redesign of the studio brand presentations for marketing purposes.

Web Designer Intern — Turnpike Group

October 2018 — February 2019, Stockholm (Sweden)

→Collaborated with a senior designer and engineering team to redesign the FANTOM iOS mobile app.

→Created iconography for FANTOM wearable device and social media marketing assets that drove user growth.

EDUCATION

ETIC

2017 — 2018, Lisbon

Web Design

FMUL

2017 — 2018, Lisbon

Masters in Clinical Nutrition

Atlantic University

2008 — 2012, Lisbon

Degree in Clinical Nutrition

SKILLS

UX/UI Design
User Research
Design & Product Thinking
Wireframing
Information Architecture
Prototyping
Design System
Art Direction
Management
HTML & CSS
Communication

SIDE PROJECT

sipster.io – a specialty coffee brewing journal and recipe sharing app.