

Clara Queirós

Product Designer

claraqueiros.com | anaclaravqueiros@gmail.com

EXPERIENCE

Founding Product Designer — Revery Labs

October 2021 — Present, Remote

Revery Labs offers a gamified platform for sleep therapy with \$3.5M pre-seed funding (Sequoia, GGV Capital).

- Spearheaded the design of Pocket Kado for App Store & Play Store; achieved 61% DAU with 50.4% (D1), 18.7% (D7), 11% (D30) retention.
- Boosted conversions by 80% with a new onboarding.
- Collaborated with cross-functional teams to align design with business and user goals.
- Managed and conducted the full user interviews cycles using Looppanel, user interviews and Maze; applied insights to strategy.
- Led design efforts, hired and managed new design talent.

Freelance Designer

March 2020 – May 2022, Remote

- Collaborated with Brud on a confidential project, supporting their vast 6M+ audience.
- Designed Coffee n' Clothes website and diverse digital experiences, amplifying collaborations with brands like Walmart, and Sam's Club.

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

July 2019 – March 2020, Remote

Svrf was the first 3D face filter search API. Collaborating with top brands, it powered 280M+ AR/VR experiences.

- Led SVRF app/website design, boosting 31M+ monthly AR interactions. Collaborated on MPV strategy and user testing.
- Established a cross-platform design system, streamlining design and engineering workflows.
- Optimized AR&VR lens library and implemented a rebrand, elevating brand identity and user experience.

CERTIFICATES

Google UX Design Professional Certificate

2020

SKILLS

Product design
User Experience (UX) Design
User Interface (UI) Design
User Research
Design Systems
Presenting
Art Direction
Product Thinking/Strategy
Leadership
HTML & CSS

TOOLS

Figma/Figjam
Sketch
Adobe CC
Maze
Notion
Principle
Amplitude

SIDE PROJECT

sipster.io

Launched a cross-platform app for specialty coffee journaling and recipe sharing.

UI Designer — We Are Interactive

April 2019 – July 2019, Lisbon (Portugal)

We Are Interactive is a Portuguese creative tech firm specialising in memorable brand experiences and museum installations.

- Designed an immersive UI for Museu da Vila's reopening in Cascais, collaborating with engineers and stakeholders from concept to completion, and delivering ahead of tight timelines.
- Led the studio brand redesign targeting marketing optimisation.

Web Designer Intern — Turnpike Group

October 2018 – February 2019, Stockholm (Sweden)

Turnpike Group, a recognized fintech leader, pioneered Fantom, the world's first football smart band, deepening fan connection to Manchester City Football Club.

- Contributed to the redesign of the FANTOM iOS app.
- Developed iconography, supporting wearable tech and growth-focused marketing campaigns.

EDUCATION

Web Design — ETIC Escola de Tecnologias Inovação e Criação

2017 — 2018, Lisbon (Portugal)

Master's degree in Clinical Nutrition — FMUL Faculdade de Medicina da Universidade de Lisboa

2013 — 2015, Lisbon (Portugal)

Degree, Nutritional Sciences — Universidade Atlântica

2008 — 2012, Lisbon (Portugal)