

Sara Bretes

Vice President - UX Designer

📍 London, UK

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🌐 <https://totinhas.github.io/SaraBretesPortfolio>

📄 Summary

A dynamic, resourceful and hard-working person with excellent interpersonal skills and the ability to communicate concisely at all levels. A self-starting person who has lots to offer in terms of enthusiasm with the ability to bring high standards to the workplace and eager to learn. Enjoys being part of a successful and productive team. A good problem solver with a strong work ethic and desire to succeed.

🔧 Technical skills

HTML & CSS



Javascript



Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Adobe XD



Figma



Sketch



👤 Core skills

- Creative
- Teamwork
- Analytical
- Communication
- Empathy
- Negotiation

👛 Career History

Vice President - UX Designer

JPMorgan & Chase - May 2022 - present

- Lead UX projects by shapping the end-to-end design to ensure a user centric approach for multiple investment and investment reporting applications
- Work closely with product owners to uncover user needs, contexts and validating how complex investment data, data lineage and investment information hierarchy is translated to the UX
- Ensuring the consistency of user journeys within the same platform by using a modular approach
- Apply user centric principles to make data easier to consume
- Creating, presenting and documenting proposed solutions
- Mentoring junior designers through feedback, guiding their day-to-day work and helping them prepare for delivering it

UX Manager

HSBC - August 2021 - May 2022

- Develop and maintain detailed design patterns that scale for the team and influence other designers
- Create information architecture, wireframes, user flows, high-fidelity mocks, and prototypes for new applications and experiences
- Justify design solutions and decisions to multidisciplinary teams
- Direct reports management

Senior Digital Designer

Charles Stanley & Co. Limited - April 2017 - July 2021

- Responsible for digital brand guidelines ensuring the use of UX/UI best practices.
- Design, code and cross-browser compatibility of campaign pages. Setting up Google tag manager, analysing data, measure page performance and how to improve it from a UX/UI perspective
- Image, video and podcast editing. Animated Google ads in html5
- Direct reports management, appraisal, career development

HTML Designer

KPMG UK - July 2015 - March 2017

- Creation of personas, wireframe, user journeys and design for pursuits sites.Design, code and test of email campaigns

🎓 Education

Masters in Business Administration (MBA)

University of London - January 2022 - December 2024 (Expected)

Masters in Digital Media Design

Birkbeck, University of London - September 2019 - December 2021

- Creating accessible websites in HTML, CSS, JS and ReactJS - validating the code to meet web standards.
- Heuristic evaluation and usability testing.
- Navigation systems, Interaction design, User experience and

BA Hons in Information Systems, Web and Multimedia

Universidade Europeia, Lisbon - September 2009 - October 2012

- HTML5, CSS, Javascript, Webservices, PHP, ASP, MySQL