



Ana Luísa Cardoso Fonseca

UX Product Lead

Brazil-born product designer with a passion for all things geeky. Now leading and mentoring an international design team in Germany, I thrive on solving complex problems, fostering collaboration, and delivering innovative solutions—always with a spark of fun! ✨

Karlsruhe, DE

Portfolio:

alcfonseca.github.io

LinkedIn:

linkedin.com/in/alcfonseca

Work Experience

UX Product Lead / Senior UX Design Specialist

SAP Build Process Automation, Walldorf (Germany)

January 2023 – Present

- **Led and mentored an international team of 12 designers**, fostering collaboration and inclusivity while driving the delivery of high-quality, user-centered solutions.
- **Redesigned the product's flagship feature**, increasing the SUS score (62 to 86) and NPS (-11 to 33).

UX Design Specialist

SAP Build Process Automation, Walldorf (Germany)

June 2021 – January 2023

- Led several UX initiatives and contributed to the enhancement of the Forrester rating from "Contender" to "Strong Performer".

UX Designer Temporary Worker

SAP for Me, Walldorf (Germany)

March 2020 – April 2021

- Delivered a successful product Beta launch by collaborating with different Lines of Business and designing concepts that enhanced usability.

UX Designer Internships

Porto Alegre (Brazil)

November 2014 – June 2018

- Designed concepts end to end, creating user flows, wireframes, and prototypes.

Education & Training

Master in Leadership in the Creative Industries

Hochschule Darmstadt, Germany

Bachelor in Visual Design

Federal University of Rio Grande do Sul, Brazil

Visiting Student (Government Scholarship)

York University, Canada

Skills & Tools

Product Design

- Figma
- Moderated Studies
- Focus Groups
- Unmoderated Studies
- Design Thinking
- Design Systems

Collaboration & Organization

- Team Leadership
- Resource Allocation
- Stakeholder Management
- Team Engagement
- Workshop Facilitation

Other Skills

- **Project Management** (Jira, Confluence, Trello)
- **Agile Development** (SCRUM, Kanban)
- **Scripting** (HTML, CSS)
- **Asset Creation** (Adobe Suite)

Trainings

- **Catalyst-Aspiring Leaders** (Developed advanced leadership skills to drive team success)
- **Charge2Grow** (Built foundational leadership skills)
- **Silicon Valley Product Group Product Operating Model** (Gained insights Empowered Product Teams and driving Outcome-Driven Design)

Languages

- **English** (Bilingual)
- **German** (B2 upper intermediate)
- **Portuguese** (Native)

Industry Engagements

- **Mentored young talent at SAP**, supporting career growth, portfolio building, and soft skill development.
- **Speaker at SAP's UX Immersive/D-KOM** and internal events on user experience, research, and collaboration.