Ana Luísa Cardoso Fonseca

UX Product Lead

Brazil-born product designer with a creative streak and a passion for all things geeky. Lived in the USA, Denmark and Canada and currently based in Schnitzel-land, Germany. I have a knack for problem-solving and delivering innovative solutions, plus I make sure to still have fun with it! ✨

Karlsruhe, DE

Portfolio:
alcfonseca.github.io

LinkedIn:
linkedin.com/in/alcfonseca

Art Instagram:
@zeroanaphase

Work Experience

UX Product Lead / Senior UX Design Specialist
SAP Build Process Automation, Walldorf (Germany)
January 2023 – Present

- Led a team of 12 designers to ensure the delivery of high-quality UX concepts across a diverse range of topics.
- Redesigned the product's main feature, increasing the SUS score and NPS by 20 points.

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

- Created design concepts for the launch of the product Beta.
- Conducted user research initiatives and facilitated design workshops.

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   Adobe Xd   Sketch

Project Organization

- Team leadership
- Workload management
- Workshop moderation
- Stakeholder management

User Research

- Moderated studies
- Unmoderated studies
- Focus groups

Other Skills

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

Trainings

- **Catalyst-Aspiring Leaders** (2-year leadership training program for outstanding talents)
- **Charge2Grow** (Career development for early talents)
- **Negotiation Foundations** (LinkedIn Learning)

Languages

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

Interests

Watercolor illustration, playing acoustic guitar, crochet/knitting, videogames, reading, baking, gardening, game/character design