



Ana Luísa Cardoso Fonseca

Senior User Experience Designer

Brazil-born UX 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 take my work seriously, but I'm not afraid to have a blast while doing it!

Karlsruhe, DE

Portfolio:
alcfonseca.github.io

LinkedIn:
linkedin.com/in/alcfonseca

Art Instagram:
@zeroanaphase

Work Experience

Senior User Experience Design Specialist

SAP Build Process Automation, Walldorf (Germany)

June 2021 – Present

- Spearheaded redesign of the product's Process Editor, improving SUS and NPS scores from 62 to 76.2 and -11 to 33, respectively.
- Driving UX topics, contributing to the raise of the Intelligent Robotic Process Automation Forrester rating from "Contender" to "Strong Performer".
- Led co-design initiatives to integrate automations into the redesigned Process Editor.
- UX Design work, including flows, wireframes and prototypes.
- Conducting user research and design workshops (internal, external, customers).

UX Designer

SAP for Me, Walldorf (Germany)

March 2020 – April 2021

- UX Design work, including flows, wireframes and prototypes.
- Strengthened the UX mindset in the product team, contributed to launching the product Beta.
- Conducted user research and design workshops.

UX Designer

Bode, Porto Alegre (Brazil)

June 2017 – June 2018

- UX Design work, including flows, wireframes and prototypes.
- Evangelized UX mindset, being the first designer in the company.

Graphic Designer

/STUDIOMDA, Porto Alegre (Brazil)

November 2016 – June 2017

- Graphic design work, dealing with concept ideation and iteration.
- Prepared projects for client handovers.

Web Designer

NUTED, Porto Alegre (Brazil)

November 2014 – November 2016

- Web design work, including flows, wireframes, prototypes and programming.
- Contributed to strengthening the UX mindset in the research team.

Education & Training

Master in Leadership in the Creative Industries

Hochschule Darmstadt, Darmstadt (Germany)

April 2019 – October 2020

Bachelor in Visual Design

Federal University of Rio Grande do Sul (Brazil)

February 2012 – July 2018

Visiting Student (Government scholarship)

York University, Toronto (Canada)

August 2013 – May 2014

Skills & Tools

Prototyping & User Testing



Figma



UserZoom



Sketch



Balsamiq



Invision

Asset Creation



Photoshop



Illustrator



Indesign



AfterEffects

Other Skills

Project Management tools (Jira, Confluence, Craft.io, Trello),
Agile Development (SCRUM, Kanban), **Programming** (HTML5, CSS3)

Languages

English (bilingual), **German** (B2 Upper Intermediate),
Portuguese (native)

Interests

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