



# Ana Luísa Cardoso Fonseca

## User Experience Designer

Born in Brazil, lived in the USA, Denmark and Canada and now living in the south of Germany. Passionate about design and all things geeky.

Karlsruhe, DE  
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Portfolio:  
[alcfonseca.github.io](https://alcfonseca.github.io)

LinkedIn:  
[linkedin.com/in/alcfonseca](https://linkedin.com/in/alcfonseca)

Art Instagram:  
[@zeroanaphase](https://@zeroanaphase)

## Work Experience

### User Experience Design Specialist

SAP Process Automation, Walldorf (Germany)  
June 2021 – Present

UX Design work, including flows, wireframes and prototypes.  
Driving UX topics, contributing to the raise of the IRPA Forrester rating from “Contender” to “Strong Performer”.  
Conducting user research and design workshops.

### 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

### Asset Creation



Photoshop



Illustrator



Indesign



AfterEffects

### Prototyping & User Testing



Figma



UserZoom



Sketch



Balsamiq



Invision

### Other Skills

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

### Languages

**English** (bilingual), **German** (B1 Lower Intermediate),  
**Portuguese** (native)

### Interests

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