# 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
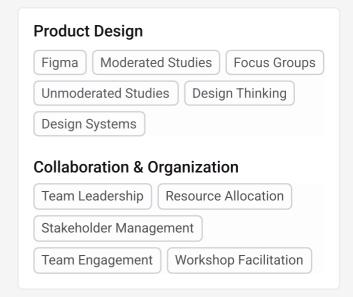Hochschule Darmstadt, Germany

### 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)

### 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.

### Trainings

- **Development Leadership Catalyst** (Developed advanced leadership skills to drive team success)
- **Charge2Grow** (Built foundational leadership skills)
- **Silicon Valley Product Group Product Operating Model** (Gained insights on empowered product teams and driving outcome-driven design)

### Languages

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