

Ana Luísa Cardoso Fonseca

UX Lead

Brazil-born UX leader with 5 years in enterprise design, driving UX strategy and leading international teams to solve complex problems and deliver measurable results — including SUS +24 and NPS +44 on flagship features. Passionate about collaboration, mentoring design talent, and keeping creativity fun.

Portfolio:

alcfonseca.github.io

LinkedIn:

linkedin.com/in/alcfonseca

Karlsruhe, DE

Work Experience

UX Product Lead / Senior UX Designer

SAP Build Joule Studio, Walldorf (Germany) April 2025 – Present

- Leading 5 international empowered product teams, driving high-quality, user-centered solutions.
- Running discovery with 50 participant companies (385 users) in beta program, informing product improvements pre-launch.

UX Product Lead / Senior UX Designer

SAP Build Process Automation, Walldorf (Germany) January 2023 – April 2025

- Led & mentored **12 international designers**, fostering collaboration and innovation.
- Redesigned flagship feature \rightarrow SUS +24 (62 \rightarrow 86), NPS +44 (-11 \rightarrow 33).
- Partnered with PM/Engineering to align roadmap priorities with user needs and data.
- · Selected case study in portfolio

UX Designer

SAP Build Process Automation, Walldorf (Germany) June 2021 – January 2023

- Led UX initiatives that elevated Forrester rating from "Contender" to "Strong Performer".
- Advocated for research-led design decisions, increasing stakeholder alignment and product usability.

UX Design Temporary Worker

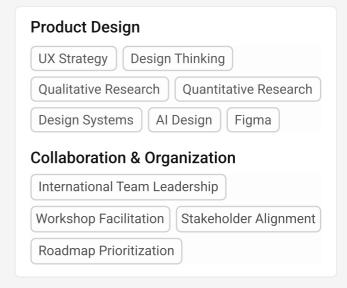
SAP for Me, Walldorf (Germany) March 2020 – April 2021

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

UX Design Internships

Porto Alegre (Brazil) November 2014 – June 2018

Skills & Tools



Industry Engagements

- Mentor for emerging UX talent
- Speaker at SAP UX Immersive/D-KOM & internal events on UX, research, collaboration

Other Skills

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

Education & Trainings

- 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)
- SVPG Product Operating Model (empowered teams & outcome-driven design)

Languages

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