



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. ✨

Karlsruhe, DE

Portfolio:

alcfonseca.github.io

LinkedIn:

linkedin.com/in/alcfonseca

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 → **SUS +24** (62 → 86), **NPS +44** (-11 → 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

Product Design

UX Strategy

Design Thinking

Qualitative Research

Quantitative Research

Design Systems

AI Design

Figma

Collaboration & Organization

International Team Leadership

Workshop Facilitation

Stakeholder Alignment

Roadmap Prioritization

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)