



# CÁTIA ROCHA QUEZADA

UX Designer & Researcher

I enjoy creating practical, yet simple and engaging to use digital products using a user-centered approach so that users feel them intuitive and that it adds value to their life. My background in digital marketing helps me derive actionable insights from digital products which leads to better data-led decision making and the improvement of customers' experience online.

## PROFESSIONAL EXPERIENCE

### UX DESIGNER @ PROSE IN BERLIN

Berlin, Germany | June 2018

Responsible for the creation of Prose in Berlin website that aims at creating awareness towards the association events and the purchase of the respective tickets, as well as showcasing artists work and information.

### SENIOR CONSULTANT INSIGHTS & INNOVATION @ BLACK SWAN DATA

London, UK | Mar 2017 - April 2018

Analysis of social data to understand users and their behaviour when using FMCG products to deliver actionable insights for product development  
Clients include: Disney, PepsiCo

### CONTENT INSIGHTS MANAGER @ FOLD7

London, UK | Sep 2016 - Feb 2017

User research through the analysis of search and social media data to deliver actionable and creative insights to source content strategy and TV ads concept creation

Clients include: money.co.uk, Carlsberg, Hilton Hotels, Gumtree

### DIGITAL STRATEGIST @ MAVENS OF LONDON

London, UK | Mar 2015 - Aug 2016

Analysis of search, paid, and social media data to deliver actionable insights across social and digital strategy to provide great online experiences for my clients' users.

Main Client: UNILEVER - Social and Business Analytics In-House Integration

### BUSINESS DEVELOPMENT TRAINEE @ AD2GAMES

Berlin, Germany | Sep 2014 - Feb 2015

## EDUCATION

### CERTIFIED UX DESIGNER @ CareerFoundry

Sep 2017 to July 2018

Completion of 3 real-world projects from concept and research, through wireframing, prototyping, testing to the finished presentation.

- UI specialization course
- Front-end specialization course

### CEMS GLOBAL ALLIANCE - Portugal & Hungary

Sep 2013 to June 2014

MSc in International Management

### NOVA SCHOOL OF BUSINESS & ECONOMICS -

Portugal

2018 - 2013

MSs in Management

BSc in Economics

### ESSEC BUSINESS SCHOOL - France

Spring 2011

Exchange Program

## SKILLS

Competitive Analysis, User Research, User Interviews & Surveys, Card Sorting, Persona Creation, Site Mapping, User Flows, User Journeys, Wireframe, Prototype, Usability Testing, Data Visualisation

## TOOLS

Competitive Analysis, User Research, User Interviews & Surveys, Card Sorting, Persona Creation, Site Mapping, User Flows, User Journeys, Wireframe, Prototype, Usability Testing, Data Visualisation

## GET IN TOUCH:

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