Christiane de Oliveira Paiva

Sutherland- Sydney
04 7877 5449 – chrispaivamail@gmail.com

SUMMARY

Large experience creating online products and e-commerce websites, optimising checkout processes, using wireframe and prototype skills. Always looking to improve the user experience with respect to usability, information architecture, interaction design, personas, market benchmarks and research techniques. All supported by good organisation, time and project management.

Portfolio: www.chrispaiva.com

EXPERIENCE

UX/UI Designer – Workstar (Sydney / Australia)
December 2014 to present date

- Responsible for redesigning the entire e-learning platform: Ecosystem.
    - Ecosystem is the company's platform that allows customers to create an online training experience, making their e-learning content (modules, documents, videos, links, etc) available to their target users. It also has many useful features, such as the possibility to recommend a piece of content, send notices and create different dashboards.
- Ability to see UI & UX from concept to production;
- Carry out research for potential product enhancements;
- Organise brainstorm sessions, surveys, focus group, card sorting and usability tests with stakeholders;
- Develop and present UX outputs including personas, user flows, sketches, wireframes, site maps, clickable prototypes and functional specifications;
- Produce wireframes and prototypes (Axure);
- Experience in Agile environment (Scrum and Kanban).

Product Analyst – UOL (São Paulo / Brazil)
March 2013 to July 2014

- Part of PagSeguro Product Management team. PagSeguro is the number one Brazilian website focused in online/mobile payments and is part of UOL Group;
- Ability to see UI & UX from concept to production;
- Leading project teams to assist with development and implementation;
- Responsible for all website/checkout process usability;
- Produce benchmarking to analyse new product and the market;
- Contribute to the creation of the product roadmap, providing insights on where user needs are not being met;
- Understanding of methodologies used in Agile software development;
- Carry out research for potential product enhancements.

User Experience Architect – UOL (São Paulo / Brazil)
November 2010 to March 2013

- Part of UOL UX team, working specifically to PagSeguro the number one Brazilian website focused in online/mobile payments and is part of UOL Group;

- Design the company's online payment solution (www.pagseguro.com.br), focusing in improve the user experience in their control panel, website and checkout experience;

- Organise brainstorm sessions, surveys, focus group, card sorting and usability tests with stakeholders;

- Develop and present UX outputs including personas, user flows, sketches, wireframes, site maps, clickable prototypes and functional specifications;

- Produce benchmarking, wireframes and prototypes;

- Experience in Agile environment (Scrum and Kanban);

- Managing expectations and communications between technical, online/digital and business stakeholders.

UX Designer – Catho Online (São Paulo / Brazil)
December 2008 to November 2010

- Catho Online is the number one Brazilian website focused in jobs, employment, career and recruitment;

- Design a user friendly website and checkout process;

- Managing expectations and communications between technical, online/digital and business stakeholders.

EDUCATION

FIAP, 2013 (São Paulo / Brazil)
MBA (focus on Project Management)

UNAERP, 2007 (São Paulo / Brazil)
Bachelor of Marketing and Advertising

TECHNICAL SKILLS

- User Experience
- Usability research and development
- Wireframe, Prototypes (Axure)
- User flows (Visio)
- Benchmark (PowerPoint)
- Image manipulation (Photoshop, Illustrator, InDesign)
- HTML
- CSS
- SEO
- Scrum and Kanban
- Omniture