

CONTACT

Portfolio: <http://claradias.com>
Email: claradias.ux@gmail.com

LANGUAGES

Portuguese - Native
English - Proficient Level
Dutch - B1 level
Spanish - B1 level

COMPETENCES

Research
Personas & Journey mapping
Competitive Analysis
User Interviews

Experience Design
Design Thinking
User flows & User stories
Wireframing & Prototyping
Accessibility
Usability Testing
Ideation & strategy
Workshop facilitator
Collaborative mindset & autonomy
Design Systems & Visual Design

Development
HTML & CSS
Github

Management
Stakeholders
Product Roadmap
Information Architecture
Define metrics and OKR's

CERTIFICATES

-LEAN UX AND AGILE
-EFFECTIVE IDEATION TECHNIQUES
FOR UX DESIGN
-MOBILE USER EXPERIENCE
-DISCOVERIES: BUILDING THE RIGHT
THING
Nielsen Norman Group
2021-23 - Online

EDUCATION

**CERTIFICATE IN UX DESIGN +
SPECIALIZATION IN FRONTEND
DEVELOPMENT**
CareerFoundry
2019 - Online

BA (Hons) Fine Arts Painting
Wimbledon College of Arts (UAL)
2017 - London, United Kingdom

PG Integrative Psychotherapy
Universidade Autonoma de Lisboa
2011 - Lisboa, Portugal

BSc Nursing
Escola Superior de Enfermagem
2006 - Coimbra, Portugal

Clara Dias

Senior Product Designer

Systemic thinker that designs as a way to transform problems into empowering opportunities. Connecting people with the products they use.
Worked on fleet mobility & performance, healthcare, education, and the arts.

WORK EXPERIENCE

SENIOR UX DESIGNER - CHARGEPOINT
May 2024 - Present - Amsterdam, Netherlands

Senior UX Designer on the Enterprise platforms. Building tools and product flows to enable customers smart charging solutions.

- Collaborating with PM and Dev to define scope, strategy and OKRs
- Identify global UX needs in development workflows and scope projects to address the horizontally across the organization
- Collaborating with UX Research to foster research as part of the product life cycle
- Working with the Design Systems team and the UX team, creating tools and documentation to scale our team efforts and increase velocity for other infra teams
- Collaborating with Dev to design scalable solutions to unblock product growth

SENIOR UX DESIGNER
May 2024 - Present

UX DESIGNER
May 2023 - Apr 2024

PRODUCT DESIGNER - SWAPFIETS
Dec 2021 - Feb 2023 - Amsterdam, Netherlands

Product Designer with the Team Planning. Building and iterating tools (AI and machine learning) that power the workflow of the operations and customer service people leading to a maximisation of fleet performance from subscription to field & delivery across desktop, mobile, iOS, Android and emails

- This lead to:
- 20% reduction on costs per appointment
 - 15% increase on conversion from signup to delivery
 - 90% reduction of customer support tickets;
 - 95% time reduction for first delivery

PRODUCT DESIGNER - Medior II
Jul 2022 - Feb 2023

PRODUCT DESIGNER - Medior I
Dec 2021 - Jun 2022

UX DESIGNER - VISUALFABRIQ
July 2021 - Nov 2021 - Utrecht, Netherlands

- Building tools and product flows to enable B2B customers' revenue management
- Facilitate discovery workshops and other activities to integrate qualitative and quantitative customers' insights in shaping the new information architecture

LEAD UX/UI DESIGNER - OCTOPUS ENERGY
Aug 2020 - June 2021 - London, United Kingdom

- Lead the entire user experience for Electric Juice app, the first native app for Octopus Energy: iOS and Android
- Design the first version of the product' design system
- Close collaboration on a day to day basis with Dev, PM and stakeholders to define scope, strategy and product roadmap

LEAD PRODUCT DESIGNER - RIPPLE ENERGY
Aug 2019 - July 2020 - London, United Kingdom

- Lead the user experience for B2C responsive website, resulting in user adoption increase of 40%