

**Portfolio:** <http://claradias.com>  
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## COMPETENCES

### Research

Personas & Customer journey mapping  
Competitive Analysis  
User Interviews

### Experience Design

Design Thinking  
Concept development & Strategy  
Agile & Lean  
User flows & User stories  
Task & Flow Analysis  
Wireframing & Prototyping  
Heuristics Evaluation  
Accessibility  
Usability Testing  
Workshop facilitator  
Collaborative mindset & autonomy  
Design Systems

### Toolkit

Adobe XD  
Sketch  
InVision  
Balsamiq  
Figma  
Paper Sketching  
Jira/Asana  
Notion  
Miro

### Development

HTML & CSS  
Atom  
Github

### Management

Stakeholders  
Product Roadmap

## LANGUAGES

Portuguese - Native  
English - Proficient Level  
Spanish - B1 level

## EDUCATION

### CERTIFICATE IN UX DESIGN

CareerFoundry  
2019 - Online

### 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

## Product Designer

Enthusiastic and passionate about people's needs and behaviours bringing previous experience in the healthcare, education and fine art areas to shape meaningful and engaging user experiences.

## WORK EXPERIENCE

### UX/UI DESIGNER - OCTOPUS ENERGY

Aug 2020 - Present - London, United Kingdom

- Solely lead and own the entire design process from concept, production, measuring to implementation of the Electric Juice Network mobile app
- Understand, analyze and scope requirements involving decision makers and data
- Produce wireframes and create clickable prototypes to present, test and validate concepts
- Create all the internal UI design system and define style guides
- Establish user research and user testing in the software development life cycle
- Lead discovery phase workshops focus in user stories, user flows and personas creation
- Close collaboration on a day to day basis with engineering, product manager and stakeholders
- Communicate and present design decisions with supporting evidence and data to the team and stakeholders
- Define ways of working by implementing Figma and Notion. The latter as a documentation tool for cross collaboration and a platform for product roadmap; design and developers sprints. This lead to the increase of transparency in collaboration and better alignment of the product vision across the team
- Onboard new members of the team to the internal processes and communication channels
- Establish, suggest, implement and optimize ways of working and streamline processes
- Own and evangelize user-centered design practices and accessibility throughout the entire product
- Advocate UX and UI best practices in the team and mentor other designers

### PRODUCT DESIGNER - RIPPLE ENERGY

Aug 2019 - July 2020 - London, United Kingdom

- Solely lead the conceptualization and production of the design of a responsive website and dashboard (mobile and desktop) and advocated for UI and UX design practices, resulting in significant increase of 40% user activity
- Solely analyzed requirements involving decision makers and data, problem framing, wireframing, prototyping, design icons and created mockups
- Created the internal UI design system used in the entire company
- Introduced and run user research and testing in the development life cycle
- Defined ways of working with collaboration tools (Figma) to improve transparency in the process

### UX DESIGNER - FREELANCER

July 2018 - Present - London, United Kingdom

- Identified requirements, set goals, researched users and craft experiences that translated business and user goals into engaging experiences
- Research and implement UI/UX design best practices and trends
- Front-end development including HTML/CSS

### MEETUP CO-FOUNDER - FREELANCER

Oct 2018 - Dec 2019 - London, United Kingdom

- Tailored meetings for UX, UI and Web Developer students and alumni from Career Foundry aiming UX design process insights, portfolio feedback, manage discussions, promote a sense of community and improve communication and network

### VISUAL ARTIST - FREELANCER

Sep 2014 - present

- Multiples exhibitions in Italy, Portugal and the UK

### REGISTERED NURSE

Sept 2006 - Feb 2018 - UK, PORTUGAL AND CAPE VERDE

- Maintained high standards of care and facilitated effective communication flows between all members of the multi-disciplinary healthcare team. Provided support and guidance to more junior colleagues as well as formally mentoring junior staff