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.

CONTACT

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

LANGUAGES

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

CERTIFICATES

WORKSHOP CREATING ACCESSIBLE DESIGN SYSTEMS
Into Design Systems Community & Conference - 2024 - Online

CERTIFICATE OF INTERFACE DESIGN
Shift Nudge - 2023-24 - Online

HOW TO DESIGN FOR ACCESSIBILITY: FOR UX DESIGNERS
Udemy - 2024 - Online

1:2:1 INTEGRAL LEADERSHIP COACHING PROGRAMME
Debbie Denon - 2023-24 - Online

LEVEL UP WITH FIGMA
Maven - 2023 - Online

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

ENTERPRISE DESIGN THINKING PRACTITIONER
IBM - 2020 - 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

WORK EXPERIENCE

SENIOR UX DESIGNER - CHARGEPOINT
May 2023 - 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 them horizontally across the organisation
- Define the UX for onboarding flows, app management, settings UIs, alerting notifications, dashboard and reporting: user journeys, workshops and prototyping to inform vision
• Working on growth and governance of the Design System, designed tools, components and documented patterns meeting accessibility guidelines.
- Collaborating with UX Research team to integrate research & testing as part of the product life cycle and foster continuous discoveries activities in the organisation
- 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
- Interviewing candidates for UX/UI and UXR roles

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:
- Increase of 50% more available appointments to users,
- Significant decrease of appointment time by 70%;
- 90% reduction of customer support tickets;
- 50% reduction on time for planning of first appointments.

UX DESIGNER - VISUALFABRIQ
July 2021 - Nov 2021 - Utretch, 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 and design system for Electric Juice app, the first native app for Octopus Energy: iOS and Android

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%