

CONTACT

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COMPETENCES

Research

Personas & Customer journey mapping
Competitive Analysis
User Interviews

Experience Design

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

Development

HTML & CSS
Atom & Github

Management

Stakeholders
Product Roadmap

LANGUAGES

Portuguese - Native

English - Proficient Level

Dutch - A1 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

PROFILE

Enthusiastic and passionate about people's needs and behaviours bringing previous experience in the healthcare, education and fine arts' 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 product design process from concept, production, measuring to implementation of the Electric Juice Network app (iOS and Android)
- Own and evangelize user-centered design practices and accessibility
- Close collaboration on a day to day basis with engineering, product manager and stakeholders
- Create wireframes and clickable prototypes to present, test and validate concepts
- Establish a living design system and define style guides to provide consistency evolving user experience throughout our product
- Lead discovery phase workshops focus in user stories, user flows and personas creation and conducted user research and user testing to gain insights from users
- Define ways of working by implementing Figma and Notion as tools for cross collaboration and product roadmap aiming streamline processes
- Mentor designers across other teams

PRODUCT DESIGNER - RIPPLE ENERGY

Aug 2019 - July 2020 - London, United Kingdom

- Solely lead the product design of a responsive website and dashboard and advocated for UI/UX design practices, resulting in the increase of 40% user activity
- Worked in collaboration with both product manager and the engineering team in a user-centric design process to deliver end-to-end experiences
- Conducted user research, mapping out customer journeys, designing user flows, creating prototypes, user testing, high fidelity prototypes of interface and interactions to bring new ideas and feature to life for our users and developers
- Created the internal design system used in the entire company

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