

CONTACT

Portfolio: <http://claradias.com>
Email: claradias.ux@gmail.com
phone: (+31)0644426260

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
Github

Management

Stakeholders
Product Roadmap
Information Architecture

LANGUAGES

Portuguese - Native

English - Proficient Level

Dutch - B1 level

Spanish - B1 level

CERTIFICATES

-EFFECTIVE IDEATION TECHNIQUES

FOR UX DESIGN

-MOBILE USER EXPERIENCE

-DISCOVERIES: BUILDING THE RIGHT THING

Nielsen Norman Group
2021/22 - 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

Product Designer

PROFILE

System and empathic thinker with experience in healthcare, education, and fine arts. I'm passionate about designing the experience between human beings and the products they use.

WORK EXPERIENCE

PRODUCT DESIGNER - SWAPFIETS

Dec 2021 - Present - Amsterdam, Netherlands

Product Designer with the Team Planning. Building and iterating tools and infrastructure that power the workflow of the operations and customer service people leading to a maximization of fleet performance from subscription to field & service delivery

PRODUCT DESIGNER - Medior II Jul 2022 - Present

PRODUCT DESIGNER - Medior I Dec 2021 - Jun 2022

- Created and designed the experience of delivery planning through AI and machine learning across all internal and customer-facing interfaces at Swapfiets: desktop, mobile, iOS, Android and emails
- Collaborated with other designers, the internal Swapfiets operations and validated design direction with user journey maps, user flows and prototypes
- Worked an end-to-end design process: from ux research to front-end development
- Build and extend the component library from the internal products
- Create low-fidelity deliverables (sketches, wireframes, flows) to quickly communicate ideas and validate direction with engineers and product managers
- Apply UX Research methods such as user interviews and usability testing to understand pain points, get actionable feedback and validate prototypes
- Implement UXR tools in collaboration with the Senior User Researcher

UX DESIGNER - VISUALFABRIQ

July 2021 - Nov 2021 - Utrecht, Netherlands

- Define and strategically plan the overall redesign of the main product of the company while creating new design concepts based on qualitative and quantitative insights;
- Collaborate with stakeholders in order to understand both the user's needs & the business requirements;
- Facilitate discoverability workshops and other design activities to create common understanding and explorations.

LEAD UX/UI DESIGNER - OCTOPUS ENERGY

Aug 2020 - June 2021 - London, United Kingdom

- Lead and own the entire product design process from concept, production, measuring to implementation of the Electric Juice Network app (iOS and Android)
- 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
- Define ways of working for cross collaboration and product roadmap aiming streamline processes

LEAD PRODUCT DESIGNER - RIPPLE ENERGY

Aug 2019 - July 2020 - London, United Kingdom

- Lead the product design of responsive website and dashboard and advocated for UI/UX design practices
- Worked in collaboration with both product manager and the engineering team in a user-centric design process to deliver end-to-end experiences