

CONTACT

Portfolio: <http://claradias.com>
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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
Github

Management

Stakeholders
Product Roadmap
Information Architecture

LANGUAGES

Portuguese - Native

English - Proficient Level

Dutch - A2 level

Spanish - B1 level

CERTIFICATES

EFFECTIVE IDEATION TECHNIQUES FOR UX DESIGN

Nielsen Norman Group
2021 - Online

MOBILE USER EXPERIENCE

Nielsen Norman Group
2021 - 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 shaping the connection between human beings and the products they use.

WORK EXPERIENCE

UX DESIGNER - VISUALFABRIQ

JULY 2021 - Present - Utrecht, Netherlands

- Define and strategically plan the overall redesign of the main product of the company;
- Evangelise the implementation of a user-centric design methodology;
- Generate new product ideas and supports designs based on qualitative and quantitative insights;
- Close collaboration with engineering and stakeholders;
- Create design concepts that drive innovation and help contribute to the long-term strategy;
- 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)
- Close collaboration 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
- 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, 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

MEETUP ORGANISER - FREELANCER

Oct 2018 - Dec 2019 - London, United Kingdom

- Co-founder of a student led meetup for CareerFoundry for UX, UI and Web Developer students and alumni

VISUAL ARTIST - FREELANCER

Sep 2014 - present

- Multiples exhibitions in Italy, Portugal and the UK

ART TECHNICIAN - PETCHEY ACADEMY

Mar 2018 - July 2019 - London, United Kingdom

- Mentored and provided 1:1 support to students and teachers

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