

Clara Forrestal

Senior Product Designer & DesignOps Consultant

I strive to create exceptional experiences not only for end-users, but also for my colleagues and clients. By eliminating friction across teams, optimizing processes, and establishing practical systems, I actively contribute to the success of my team and the creation of world-class digital products.

Experience

Senior Design Consultant at Endava (formerly Levvel) July 2018 - Present

Responsible for product strategy, user experience design, visual design, information architecture design, design system creation and management, market research, prototyping, and user testing for various clients.

Front End Web Developer Intern at Airtight Design Summer 2017

Responsible for building and styling functional front end components for clients' customer facing websites.

Education

Duke University August 2014 - May 2018

B.S. in Computer Science, Minor in Visual Media Studies

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Skills

Design Systems

Product Strategy

UI Design, Interaction Design

Wireframing

Rapid Prototyping

Responsive Design

User Research

Tools

Figma

Sketch & Invision

Adobe Creative Suite

Programming

React.js

Angular.js

SASS & LESS

HTML5, CSS3, Javascript

Git Version Control

Featured Projects

International Airline

Product Strategy and Future Planning

Developed innovative ideas to improve the airline's inflight experience and increase revenue.

Facilitated brainstorming sessions, design thinking exercises & rapid prototyping to quickly bring ideas to life.

Evaluated each idea based on its feasibility, impact, and alignment with the airline's strategic objectives.

Delivered a prioritized product backlog that development teams could use immediately to plan future releases.

International Warehousing and Logistics Company

Design System Lead for suite of Native & Web Apps

Designed and maintained styles, patterns, and components of the design system in Figma.

Managed a team of 5 developers as they implemented the functional components in React and React Native.

Initiated and lead effort to build a one-stop shop documentation site that enabled both designers and developers access important information about design system patterns and components.

National Bank

Design System SME for suite of Native & Web Apps

Performed a full audit of all design patterns across several siloed design teams.

Established a Figma design system from scratch, incorporating atomic design principles

Facilitated weekly calls with stakeholders across the many teams to help reach unified decisions about the patterns, components, and overall design direction.

Implemented new processes for designers to request components or report bugs as needed.

National Auto Insurance Provider

Research & Product Design of Mobile Application

Planned and facilitated a product discovery workshop that informed the product roadmap.

Collaborated with the research team to ensure product designs delivered value to the end user and provided the client with a competitive advantage.

Iteratively designed and delivered high-fidelity clickable prototypes in Invision and Sketch covering the full MVP feature set.