

# Clara Forrestal

## Senior Product Designer & DesignOps Consultant

*I bring a development background and a creative problem-solving approach to the design of digital experiences. I'm passionate about prioritizing user needs and implementing robust design systems that close the gap between designers and developers. My curiosity, efficiency, and organizational skills enable me to optimize processes in order to create world-class 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

✉ clara.forrestal@gmail.com

🌐 claraforrestal.github.io

## 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.