

# Clara Forrestal

## Product Designer & Design System Expert

*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 UX Consultant at Levvel, an Endava company** January 2022 - Present

**Product Design Consultant at Levvel.io** July 2018 - December 2021

**Associate Design Consultant at Levvel.io** July 2018 - January 2019

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

**Product Strategy**

**User Research**

**Design Systems**

**UI Design, Interaction Design**

**Wireframing**

**Rapid Prototyping**

**Responsive Design**

## Tools

**Figma**

**Sketch & Invision**

**Adobe Creative Suite**

## Programming

**Angular.js**

**React.js**

**SASS & LESS**

**HTML5, CSS3, Javascript**

**Git Version Control**

## Featured Projects

### Endava

**Design System Lead for consulting firm website**

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.

### National Bank

**Design System Lead for suite of products**

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.

### International Warehousing and Logistics Company

**Design System Lead for suite of products**

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.

### Global E-Commerce Platform

**Product Design & Dev of Responsive Web App**

Conducted user interviews and research synthesis in order to better understand user needs and pain points.

Developed frontend components and pages using React, Redux, and LESS.

Designed and delivered high-fidelity, clickable prototypes of new features in Invision and Sketch.

Spearheaded a complete redesign of the cart and checkout process to simplify and improve the experience for customers.