.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Claudia Oliveira**

Date of birth: 25/02/1983 **|** Nationality: Brazilian **|** Gender: Female **|**

Portugal

**PROPOSED POSITION: UX Expert**

Claudia Oliveira has over 7 years of experience in UX/UI design, product design, and motion design across various industries including tech, retail, fintech, and e-commerce.

Her expertise spans UX research, wireframing, prototyping, A/B testing, and design system implementation using tools like Figma, Adobe Creative Suite (Illustrator, After Effects, Premiere Pro), and various prototyping tools. She has led design teams, mentored junior designers, and collaborated with cross-functional teams to deliver user-centered products.

She has experience in conducting user research, creating user personas, and optimizing user flows. Her work has involved designing for mobile apps, websites, and social media platforms. She has demonstrated skills in brand creation, marketing asset development, and motion design for international clients. She has also shown proficiency in project management, including roadmap development and design process optimization.

**WORK EXPERIENCE**



02/2022 - Ongoing; Portugal

**Design Engineer** – Freelance

* Created videos for social media platforms including YouTube, Instagram, and TikTok for international social media video projects
* Worked on short-duration projects for clients from the UK, Brazil, USA, New Zealand, and Belgium
* Developed storyboards and visual concepts based on provided briefs and scripts
* Designed key scenes and creates moodboards for client approval -Animated approved designs, incorporating voice-overs and soundtracks
* Collaborated with clients, incorporating feedback throughout the production process



01/2023 – 12/2023; United States

**UX/UI Designer | Senior Product Designer** – Journey Tech

* Led the development of the product's identity from inception, including brand selection, colour schemes, and overall app visuals
* Created the initial version of app screens and promotional videos for social media
* Conducted benchmarking research on competitor companies to identify effective features -Performed A/B testing with two different layouts to determine the optimal user experience
* Developed multiple wireframes and a static prototype for the application
* Gathered and implemented user feedback for iterative layout improvements
* Collaborated daily with the US-based client as the sole designer on the project
* Established a style guide for consistent visual elements across the app -Created illustrations and micro-interactions to enhance user experience



02/2022 - Ongoing; Portugal

**Design Engineer** – Freelance

* Created videos for social media platforms including YouTube, Instagram, and TikTok for international social media video projects
* Worked on short-duration projects for clients from the UK, Brazil, USA, New Zealand, and Belgium
* Developed storyboards and visual concepts based on provided briefs and scripts
* Designed key scenes and creates moodboards for client approval -Animated approved designs, incorporating voice-overs and soundtracks
* Collaborated with clients, incorporating feedback throughout the production process



10/2021 – 12/2023; Brazil

**Design Engineer** – Genero, One.nz & eztonzs

* Collaborated with Meta and TikTok Studio to develop tailored content for high-profile brands including Suzuki, P&G, and Burger King
* Adapted content from traditional media formats to social media platforms using Adobe After Effects and Illustrator
* Ensured all content adhered to Meta's current performance standards and best practices
* Optimized media for social platforms, likely including Facebook, Instagram, and TikTok



05/2021 – 11/2021; United States

**Design Engineer** - CitiFyd

* Served as the sole product designer, collaborating with developers and stakeholders
* Redesigned existing product components and led the development of new ones using Figma
* Applied UX methods such as mental models and user flow to enhance product experience
* Created and maintained a comprehensive design system to ensure consistency across the product
* Conducted user research and usability testing to inform design decisions
* Developed interactive prototypes for stakeholder presentations and user testing -Prioritized design tasks and managed the design backlog



08/2020 – 12/2020; Brazil

**Design Engineer** – Try Consultoria

* Led and mentored a squad of four UX/UI Designers and one UX Writer in designing a LATAM fintech digital account
* Calculated time and effort estimates and contributed to building the product roadmap
* Organized the team's schedule and workflow to ensure efficient project progression
* Created templates for project documentation to maintain consistency
* Ensured design alignment across all squads and with the design system
* Guided the team through information architecture processes, including sitemaps and user flows



11/2017 – 03/2020; Brazil

**Design Engineer** – James Delivery

* Introduced a user-centered, data-based design and testing culture
* Optimized internal processes through Design Thinking
* Worked as a Product Designer across all products, including redesigns, user research, and prototyping
* Selected, interviewed, and recruited UX Designers to build James' UX team
* Led and mentored UX Designers through various projects
* Defined processes and designed the structure of the product ecosystem
* Conducted user and stakeholder interviews, built personas and user journeys
* Created low and high-fidelity prototypes and conducted user tests
* Worked on structuring James' brand and marketing as the sole designer

**EDUCATION AND TRAINING**



09/2001 - 06/2004

**Bachelor’s Degree in Visual Arts** - Unama

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Portuguese** | C2 | C2 | C2 | C2 | C2 | |
| **English** | B2 | B2 | B2 | B2 | B2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



Figma, Adobe Creative Suite, UX/UI design, wireframing, prototyping, A/B testing, benchmarking, user feedback analysis, style guide creation, illustration, After Effects, Illustrator, Photoshop, Adobe CC, Prototyping, Sketch

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* Cross-functional Collaboration: Proven by "Collaborated daily with the US-based client as the sole designer on the project" at Journey Tech and "Served as the sole product designer, collaborating with developers and stakeholders" at CitiFyd, demonstrating effective teamwork with diverse groups.
* Mentorship and Guidance: Highlighted by "Led and mentored a squad of four UX/UI Designers and one UX Writer" at Try Consultoria and "Led and mentored UX Designers through various projects" at James Delivery, indicating the ability to convey knowledge and guide others.
* Client Relationship Management: Shown by "Collaborated with clients, incorporating feedback throughout the production process" as a freelance Design Engineer and "Worked on short-duration projects for clients from the UK, Brazil, USA, New Zealand, and Belgium," emphasizing responsiveness and adaptability to client needs.

**Organisational skills**



* Project Management: Demonstrated through experience like "prioritized design tasks and managed the design backlog" at CitiFyd and "calculated time and effort estimates and contributed to building the product roadmap" at Try Consultoria, showing an ability to plan and execute projects effectively.
* Process Optimization: Evident from "Optimized internal processes through Design Thinking" at James Delivery and "Ensured all content adhered to Meta's current performance standards and best practices" at Genero, One.nz & eztonzs, indicating a knack for streamlining workflows and adhering to guidelines.
* System Implementation: Shown by "Established a style guide for consistent visual elements across the app" at Journey Tech and "Created and maintained a comprehensive design system to ensure consistency across the product" at CitiFyd, highlighting the ability to create and maintain structured systems for efficiency.