Karen Viana
Senior Product Designer — Based in London, UK
www.designmatters.me

EXPERIENCE

Sopra Banking Software, Senior Product Designer
Sep 2022 – Jun 2024 · 1 yr 10 mos · Dubai, UAE

· Developed and implemented a comprehensive design system from scratch, managing scalability, consistency, and updates.

· Established design guidelines to streamline workflows and ensure coherence across touchpoints.

· Conducted user research to inform UX/UI decisions for B2C mobile applications and B2B back-office platforms.

· Created wireframes and prototypes, collaborating with product managers and engineers in an agile environment.

· Engaged stakeholders and advocated for user-centred practices and drove continuous improvement through user data analysis.

Thoughtworks, Senior Product Designer
July 2020 – Aug 2022 · 2 yrs 2 mos · São Paulo, Brazil

· Led design for global clients such as Lenovo and Typeform, transforming product ideas into user-centred experiences through research.

· Facilitated discovery workshops to define goals and gather user insights for informed UX/UI decisions.

· Designed and prototyped interfaces, validating usability while aligning design with functionality.

· Expanded the design system for consistency across touchpoints and communicated concepts to stakeholders.

crossvertise GmbH, Product Designer
Feb 2016 – Apr 2022 · 6 yrs 3 mos · Munich, Germany

· Redesigned the company website and marketplace to enhance accessibility and user engagement with responsive design.

· Improved the booking process based on user research, resulting in positive feedback and enhanced business metrics.

· Established a Design System for consistency and efficiency, providing guidelines to streamline the design process.

· Collaborated with developers and the Product Owner to align on user needs and business goals for exceptional user experiences.

CAPABILITIES

Research & strategy
UX research
Product strategy
Product discovery
Design critiques
Accessibility

Design & prototyping
Experience design
Interface design
Design systems
Usability testing

Collaboration
Cross-functional collaboration
Workshop facilitation
Peer review and feedback
Stakeholder management

CERTIFICATIONS

Google
User Experience Design
UX Design Process

IxDF
Design for AI
Emotional Design

EDUCATION

Master's degree
Digital Design and New Medias
Centro Universitário Belas
Artes de São Paulo

Bachelor's degree
Information Systems
Universidade Presbiteriana
Mackenzie