

**Karen Viana**  
Senior Product Designer — Based in London, UK  
[www.designmatters.me](http://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, ensuring scalability and consistency with brand standards.
- Conducted user research to identify needs and pain points, informing UX/UI decisions for B2C mobile apps and B2B platforms.
- Created wireframes, prototypes, and high-fidelity designs, collaborating with product managers and engineers throughout agile development.
- Engaged stakeholders to advocate for user-centric best practices.

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

- Led design projects for global clients like Lenovo and Typeform, transforming user needs into impactful, user-centered experiences.
- Facilitated discovery workshops and conducted user research, gathering insights to inform design decisions.
- Designed and prototyped interfaces, validating usability through testing and collaboration with cross-functional teams.
- Contributed to and expanded the design system for consistency across all touchpoints.

**crossvertise GmbH**, Product Designer  
Feb 2016 – Jun 2020 · 4 yrs 5 mos · Munich, Germany

- Redesigned the booking process using user research to enhance the experience, resulting in positive feedback and improved business metrics.
- Established a Design System to maintain design consistency and efficiency across projects.
- Redesigned the company website and marketplace for better accessibility and user engagement, ensuring a seamless experience across devices.
- Collaborated with developers and the Product Owner for high-quality user-centric solutions.

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