Sara Coutinho
Senior Product Designer / Bioacoustics and GIS Enthusiast

Ōtautahi Christchurch, New Zealand

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I'm a reliable, pragmatic person with a proven track record of taking on complex projects and moving them forward. I take pride in strategising and crafting cohesive solutions and strive to deliver high quality, long lasting results. I quickly gain a deep understanding of a business and users' needs and make extensive use of interactive prototypes to test assumptions and reduce risk. I look forward to working with companies that have a long-term vision and to help them achieve it.

ACHIEVEMENTS

- Designed a major piece of functionality for Trimble that was extremely well received due to its ease of use. This new feature helped to seal a deal with a client before the software was officially released.
- Sole designer on a complex and very technical greenfield software project at WhereScape. The successful release of this project helped WhereScape to win several awards in the data warehousing and cloud spaces.
- Finished top of the class in recent interest-based studies while working part-time.

PROFESSIONAL EXPERIENCE

New Zealand (remote)
Mar 2023 – present

Coalesce
Technical Product Designer

Coalesce is the only data transformation tool built for scale. First designer hired by company, where I've been solving complex problems for a very specialised and data heavy domain.
- Suggest improvements to existing processes to help bridge the gap between teams.
- Collect feedback from sales engineers and support to uncover existing pain points and future opportunities.
- Gather requirements and document proposed design solutions to create alignment between product, engineering and testing teams.
- Design and prototype multiple ideas quickly to test assumptions.
- Deliver industry-leading, polished, and easy-to-use new experiences, thinking holistically about new functionality and how it fits with the rest of the application.
- Push for UI consistency, by pointing out and following the guidelines of the UI library in use.
- Highlight usability issues and propose improvements.

New Zealand (remote)
Aug 2022 – Mar 2023

Koordinates
Senior Geospatial Product Designer

Koordinates is a geospatial data management platform inspired by cracking Geographic Information Systems (GIS) data out of vendor silos.
- Design the new Koordinates plugin for QGIS, one of the most popular desktop GIS tools.
- Information architecture improvements to the data management platform, considering different use cases, while at the same time keeping consistency between different scenarios.
- Work with the development team to deliver new features to a high standard.
- Sign-up flows analysis; identify critical issues, propose high- and low-level impact improvements.

New Zealand
Oct 2012 – Sep 2023

Sara Coutinho
Contract UX/UI Designer & Front-end Developer

Self-employed for over a decade. Worked with some of the best design agencies and software development companies in New Zealand, as well as small studios and not-for-profits.

Christchurch, NZ
May 2021 – May 2022

Book Discussion Scheme
UX/UI Designer (Freelance)

BDS is a non-profit that makes running book clubs fun and easy. I was brought in to help relaunch their existing website and act as a bridge between the marketing and development teams.

- Liaise with the marketing manager to establish a long-term strategy for the website and digital processes.
- Go through the existing website with a fine-tooth comb and establish a new content and information architecture, removing redundant and duplicated content.
- Create low fidelity wireframes of core pages; propose and establish a visual design direction; implement page elements and components in the visual website builder used by the new website.

Christchurch, NZ
May 2021 – Feb 2022

Verum Group
Visualisation Designer and Developer (Freelance)

Verum is developing a set of deep learning techniques to identify individual birds within a species through their songs, and these techniques have been successfully applied to multiple bird species.

- Design and develop a custom interactive visualisation that maps kiwi calls and allows users to see how many different individual kiwi are in an area, their territory, and who they are interacting with.

Dec 2020 – Mar 2021

Research Assistant (Internship)

- Go to reserves in Christchurch and Banks Peninsula and record the songs of native birds.
- Help automate the existing process; extensive use of R to compile metadata about the audio recordings, manipulate audio files and attach geographic locations to detected bird songs.

Christchurch, NZ
Jul 2020 – Dec 2020

TimeFiler
Contract UI Designer

- Styling of the new version of TimeFiler's time tracking desktop web app.

Christchurch, NZ
Jul 2019 – Dec 2020

Trimble (Geospatial Division)
Contract UX/UI Designer

Varied role where I was in charge of the whole design side of the geospatial portfolio.

- Collaborate with product owners and managers to design new major pieces of functionality for mobile and desktop applications; analyse existing functionality to suggest usability improvements.
- Extensive use of high-fidelity interactive prototypes to test assumptions and to demo new features.
- Work with the development team to determine the feasibility of proposals and plan the rollout of new features and improvements in an iterative way.

Christchurch, NZ
Nov 2018 – Apr 2022

The Cacophony Project
Open-source Contributor and Contract UX/UI Designer

Occasional contributor to The Cacophony Project, an open-source project developing a set of technologies to control introduced mammal predators in New Zealand.

- Initial usability improvements to the web interface where thermal videos are stored.
- Redesign of the Android app used in conjunction with the thermal cameras.
- Collate information about users and use cases; redesign the web interface considering the insights gathered from these.

Auckland, NZ
Aug 2016 – Oct 2018

WhereScape
Contract Digital Designer

WhereScape helps organizations around the world to consolidate and access their data faster with their data warehousing software. I was heavily involved with their new cloud-based product and was single-handedly responsible for the whole UX/UI of the project.

- Help managers to scope and define original business requirements; take these requirements and translate them into actionable designs.
- Create high fidelity prototypes, used to test early assumptions with the team and stakeholders.
- Document requirements, design decisions and prototypes; these documents were shared with the team to create a better understanding of the project.
- Create stylesheets and oversee the general UI development.

Auckland, NZ
Nov 2012 – Aug 2016

Mixed roles · Contract Digital Designer and Front-end Developer

Mixed length contracts for design studios, software development shops and advertising agencies.

London, UK
Jul 2009 – Jun 2012

Mixed roles · Digital and Web Designer

Design and build multiple commercial and educational websites.

EDUCATION

Lincoln, New Zealand
Jul 2021 – Nov 2022

Lincoln University
Postgraduate Certificate in Applied Science

Lincoln, New Zealand
Feb 2019 – Jun 2020

Lincoln University
Diploma in Applied Science

Aveiro, Portugal
Sep 2006 – Jul 2009

Universidade de Aveiro
Bachelor of New Communication Technologies (Multimedia)

SKILLS

Software & Tools

- Extensive experience using **Figma**, **Axure RP Pro** and **Adobe XD** to create interfaces and interactive prototypes for desktop, mobile and the web (responsive).
- Frequent user of the **Adobe** Creative Suite, particularly **Photoshop**, **Illustrator** and **XD**. Occasional user of **Audition** and **Animate** (Flash).
- Experience using **Miro** and **FigJam** for whiteboarding.
- Use of **IntelliJ** and occasionally **Visual Studio** as the IDEs of choice.
- Work with both **Windows** and **macOS**.
- Familiar with the **Atlassian** suite of products: **Jira**, **Confluence**, **Bitbucket**.

Technologies & Programming Languages

- Standard web technologies – **HTML5**, **CSS3**, **JavaScript**.
- **Twitter bootstrap** and **Material Design**, CSS preprocessors (**Sass**, **Less**) and JavaScript libraries and frameworks such as **D3.js**, **Leaflet**, **MapLibre**, **React** and **Vue.js.**
- **R**, **RStudio**, R packages and **R Shiny** to clean, manipulate and present data.
- **ArcGIS Pro, ArcPy** and **Python** for mapping, geospatial analysis and data manipulation.
- Version control tools such as **Git** and **GitHub**.
- Most importantly, I'm a **quick learner** and can easily get up to scratch with a given technology stack being used on a project.

Soft skills

- **Curious** person who's able to think **critically** and **logically**, while at the same time looking at a problem from a **creative**, **outside the box** perspective.
- **Liaise** with and **listen** to different team members – managers, developers, marketers – to understand their **needs** and the needs of a project.
- Blend in with a multitude of **teams** while at same time being able to **self-manage**.
- Ability to have a **laugh**.

LANGUAGES

English (Full professional proficiency); **Portuguese** (Native); **Spanish, French, Latin** (Beginner)