

Objective

I'm a data-driven professional passionate about product design and development. Experienced working directly with product owners, translating business goals into concepts, mocks and prototypes aligned with users' needs. I know how to make collaboration easy and effective, I prioritize understanding and elevating my team's strengths, personalities, and needs. I believe that great collaboration results in the best solutions

Code

HTML5	CSS Grid
CSS3	Flexbox
JavaScript	Less
Bootstrap	Semantic UI

Tools

Adobe Illustrator	Hotjar
Adobe Photoshop	Jira
Adobe XD	Optimizely
Figma	Sketch
GitHub	Visual Studio
Google Optimize	

Skills

A/B Testing
Analytics
Graphic Design
Product Design
Project Management
Quality Assurance
Scrum/Agile
Usability Testing
User Research
User-centered Design
Web Design
Wireframing

Experience

UI/UX Designer & Front-End Developer - Boats Group

May 2019 - Present | Remote

Summary

Cross-functional position where I work with diverse, customer-facing projects and product teams in the development of intuitive and elegant user interfaces focusing on conversion rates, average order value, retention and engagement. I develop and mature concepts through the full life-cycle from inception, and sketches, through implementation. Creatively using colors, typography, and layout to enhance the aesthetics of the portals and brand. Design, code and run A/B Tests across Yachtworld, Boat Trader and boats.com (combined 10 million monthly viewers, 11 languages) focusing on increased conversions, page views and retention.

UX/UI Designer

Define user requirements and build storyboards, wire-frames, user flows, prototypes and high fidelity designs to demonstrate interaction concepts for the apps and portals.

Conduct extensive user research to transform inputs and behavioral data into design insights that leverage engagement.

Partner with Product Owners to define UX strategy and execute overall project objectives, deliverables, and timelines.

Work with design systems and building on those systems for enterprise-level apps (Boattrader, boats.com, Yachtworld, Cosas de Barcos).

Front-End Developer

Combine the work of design with front end development breaking designs into components and building code for each piece creating working websites experiences.

Participate in user research and work alongside developers to maintain design consistency throughout implementation.

Build A/B tests targeting homepage, product details page, search results page, and contact forms to leverage main portal metrics with proven results.

Implementation of designs and A/B tests winner variants to the front end.

Developed an A/B test for the product details page targeting the email lead form. The variation increased the conversion rate by 2.5%, resulting in more leads.

Designed and A/B tested an iteration of the search results page. The variation increased the conversion rate by 3% and leveraged product page views and email leads by 2%.

Education

SENAC - Graphic Design /
2008 (Brazil)

Certification

IBM - Enterprise Design
Thinking / April, 2020

Languages

English, Portuguese and
Spanish - All fluent.

Online Courses

Adobe XD Design and
Prototype / Udemy Academy

Responsive Design / University
of Michigan

Interactivity with JavaScript /
University of Michigan

UX for Developers / Pluralsight

UX & Web Design Master
Course / Udemy

Connect



vanessapyaar



vanessa-castilho-decarvalho

Experience (continued)

Website Implementation Specialist - Boats Group

Apr 2018 - May 2019 | Miami, Florida

Summary

Oversaw the delivery of over 45 fully responsive websites within a year in an Agile/Scrum environment. Helped connecting boat buyers with sellers by building industry leading websites. Responsible for evaluating client needs and developing configurations that supported business processes and plans. Executed on delivery and implementation plans, test and troubleshoot final system setups as well as provide training and end-user support during and after the implementation process.

Executed accessibility diagnostics of websites and implemented changes to pass accessibility tools.

Managed production and launch of new websites, as well as a coordinated pipeline of various staged projects.

Worked closely with product owners to deliver new responsive Word-press templates for our clients to choose from.

Implemented a weekly webinar client syllabus to teach clients to use the Word-press platform.

Developed a post-webinar survey to collect feedback from the attendees and gauge the success of the event and how it could be improved, achieving an increase of +32% attendees within 4 months.

UX Designer - Porto Alegre Eco Hostel

Jan 2013 - Oct 2017 | Brazil

Summary

As a lead designer of a hospitality website, I led the user research and gathered requirements for a new responsive layout. The main goal of this project was to improve the user experience and leverage customer engagement. The new website increased the conversion rate by 18% annually.

Conducted user research interviewing guests to find pain points and friction areas of the website. Designed for layout adjustments based on interviews and website survey results.

Developed a new intuitive website (bootstrap/JS) with an integrated booking reservation system on the cloud (Cloudbeds).