Vanessa Castilho de Carvalho | User Experience Designer

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Summary

Data-driven professional with a career-long record of technical operations, graphic design, and UX/UI design success for a leading organization. Experienced in translating business goals into concepts, mocks, and prototypes, aligned with users' needs. Design-process focused on user requirements to deliver an optimized user experience.

Skills

A/B Testing, Analytics, Product Design, Quality Assurance, Scrum/Agile, Usability Testing, User Experience Development, Graphic Design, User Research, Web Design, Wireframing, Mobile Design.

Experience

Boats Group, Miami

Boats Group is an advertising and software company for the marine industry with niche titles: YachtWorld, BoatTrader.com, and boats.com combined 10 million monthly viewers, 11 languages)

05/2019 - PRESENT
UX/UI Designer & Front-end Developer

❖ Define user requirements and build storyboards, wire-frames, user flows, prototypes, and high fidelity mocks optimized for a wide range of devices and interfaces, to demonstrate interaction concepts for the apps and portals;

❖ Combine the design-cycle with front-end development breaking into components and building code for each piece, creating elegant and engaging website experiences;

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

❖ Ideated and developed A/B tests for the product details page targeting the email lead form. The variation boosted the conversion rate by 2.5%, resulting in more leads;

❖ Designed and A/B tested an iteration of the search results page. The variation augmented time on page by 18% and maximized product page views by 10%;

❖ Lead extensive user research to recreate a single step funnel checkout (for sale by owner) into an intuitive multi-step process. The result rocketed the desktop conversion rate, boosting the number of products listed for sale by owners.

04/2018 - 05/2019
Website Implementation Specialist

❖ Managed the delivery of over +45 fully responsive websites within a year in an Agile/Scrum environment. Handled projects from the ideation phase to design and development in a WordPress platform. Trained clients to use the system;

❖ Executed accessibility diagnostics of websites and implemented -design and HTML-

changes to pass accessibility tests;

❖ Provided detailed analysis of SEO performance of +40 websites, tailoring written content, meta tags, ALT tags, and keywords. Implemented the changes and achieved better allocation of those businesses on search results pages within 6 months;

❖ Designed new responsive WordPress templates for our clients to choose from, expanding sales adoption with modern and clean templates for new customers;

❖ Played a key role by executing branding, logo, and product redesign for website clients.

01/2013 – 10/2017
Porto Alegre Hostel, Brazil
Product Designer

❖ Led the user research and gathered requirements for a competitive booking website. Interviewed guests to find pain points and friction areas of the website. Designed for layout adjustments based on interview findings and website survey results;

❖ Developed a new intuitive website (bootstrap/JS) with an integrated booking reservation system on the cloud. The new website boosted the conversion rate by 18% within one year.;

❖ Produced and executed seasonal marketing campaigns, increasing revenue year over year. Created original SEO content and implemented semantic HTML;

❖ Performed link building strategies to improve SEO positions for targeted keywords; analyze and recommend website architecture changes;

❖ Created print graphics to include brochures, logos, branding, and online marketing material.

Education

08/2010 – 08/2014
SENAC, Brazil- *Graphic Design Program*

Technical Skills

Software: Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma, GitHub, Google Optimize, Hotjar, Jira Optimizely, Sketch, Visual Studio.

Coding: HTML5, CSS3, JavaScript, Bootstrap, CSS Grid Flexbox, Less, Semantic UI.

Languages

English - Native or Bilingual Proficiency | **Portuguese** - Native or Bilingual Proficiency
Spanish - Advanced

Certificates

IBM - *Enterprise Design Thinking* **(04/2020 – 10/2020)**
Apply design thinking to complex teams, problems, and organizations.