

NÁDIA FERREIRA

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User Experience Designer of Digital Products

SUMMARY

Senior user experience designer with a knack for drawing and a no-nonsense design attitude. User experience and interaction designer in start ups, large corporations and design agencies.

Experienced in working with collaborative interdisciplinary teams including designers, web and mobile development engineering, project managers, researchers, business and leadership. Effective at tackling complex tasks, presentation and storytelling. Clear visual communication of design goals, user flows and complex systems.

Human-centered design, user research, usability testing, human-computer interaction, workshop facilitation, prioritization, user experience design, interaction design, information architecture, digital product design, concept visualization, service design, task analysis, user flows, wireframes, mock-ups, prototypes, web and mobile, responsive web design, accessibility design standards, design systems, style guides, design patterns, and sketch-telling.

EXPERIENCE

User Experience Designer at Amazon Web Services - Berlin, Germany
2016 - Present

Design, launch and maintenance of Amazon Web Services Design System. Includes UX patterns and guidelines, visuals, and code in AngularJS and React.

- Designed interaction and user experience patterns (IXD / UX).
- Developed guidelines for scalable, responsive and accessible web experiences for data intensive interfaces.
- Paired with UX designers, visual designers and Front-end web developers from Berlin, Seattle and Palo Alto.
- Architected (IA) the AWS Design System documentation website.
- Provided support for designers and developers adopting the Design System. In 2017 alone, AWS released 1.430 services and features by teams all around the globe.
- Mentored junior UX designers internships.
- Lectured at University of Applied Sciences Berlin (HTW), Web development conferences, and diversity in Tech events.

Toolbox: Design research, Wireframes, Usability testing, Copy writing, Card Sorting, Information architecture, Presentation and Design critiques.

Senior UX Designer at Take Eat Easy - Brussels, Belgium
2015 - 2016

Design and launch of Take East Easy customer and business facing web and mobile applications. In house UX Designer team of one, in a Agile / Scrum startup environment.

- Delivered and designed UX of iOS and Android customer facing mobile applications. Launched in May 2016 for Belgium, France, United Kingdom and Spain markets.
- Analysed and user tested iOS customer facing mobile application. - Designed UX improvements of customer facing website.
- Analysed roadmap and delivered features.
- Analysed and designed UX and Information architecture of the dispatching live support web interface.
- Paired with visual designer, iOS, Android and Front-end web developers. - Implemented design and development workflow process.

Toolbox: Competitive analysis, User flows, Wireframes, Prototypes, Usability testing, Shadowing, Card Sorting and Information architecture.

UX Designer at Nascom - Genk, Belgium
2014 - 2015

Design of user experiences for client's web interfaces (B2C). UX designer working closely with client's and internal Project managers, Graphic designers and Front end developers in a Agile process environment.

- Facilitated workshops to identify business gaps and design opportunities with clients.
- Designed and delivered customers facing UX and IxD of web interfaces in e-repair, legal and banking domains. (Clients: Dr.Mobile, Acerta and RecordBank)
- Paired with UX, visual designers and Front-end web developers.

Toolbox: Workshop facilitation, Service design, Business model canvas, Personas, Information Architecture, Visual thinking, Project Owner, User flows, Wireframes, Prototypes and User stories for development.

Interaction Designer at Namahn - Brussels, Belgium
2011 - 2014

Design of user experiences for research and clients applications (B2B and B2C). Human centered designer (HCD) working with clients organization.

- Facilitated workshops to identify design opportunities and project scope with clients.
- Designed and delivered UX and IxD of web and mobile interfaces in e-commerce, marketing, online support & community, research & development and medical domains (Clients: Sony, Artemis Framework Programme and Sirris).
- Migrated user experience to third party online community platform. Analysed gaps, user's requirements, prioritized features and custom implementations.
- Analyzed and architected flows for merging several accounts across platforms into one. - Paired with client's UX team, visual designers and Front-end web developers.
- Analyzed on field, complex environments for R&D project (Fire fighting, aviation and manufacturing).
- Lectured Mobile UX Design master class. Responsible for the topics: User research for mobile, designing for touch and prototyping.

Toolbox: Field studies, Interviews, Storyboards, Mental models, Information architecture, User flows, Wireframes, Prototypes, Research and Teaching.

Interaction Designer at eBuddy - Amsterdam, Netherlands
2011

Design and maintenance of eBuddy web and mobile chat applications. Interaction designer in a mature design team, in a Agile / Scrum startup environment.

- Designed UX and IxD of eBuddy's chat for iOS, Android, Windows phone 7 and Qt mobile platforms.
- Designed UX improvements for eBuddy's web application.

- Paired with in house UX designers, Visual designers, Product owners, Windows Phone and Qt developers.
- Implemented user testing and focus groups practices within the company.
- Run user tests for iOS and Android mobile applications.

Toolbox: User flows, Wireframes, Prototypes (Axure and Expression Blend), Video editing and Usability testing and Focus groups.

EDUCATION

Technische Universiteit Delft, Delft, Netherlands
2007 - 2009
Master of Science and Engineer degree, Interaction Design.

Universidade de Aveiro, Aveiro Portugal
2004 - 2007
Bachelor degree, Design.

Ecole nationale supérieure de Création Industrielle, Paris, France
2009
ATHENS programme, Digital Interfaces: objects to be completed.

Technische Universiteit Delft, Delft, Netherlands
2006 - 2007
ERASMUS exchange programme, Industrial and Product Design.

COMMUNITY

Speaker at internal Amazon's Front-end Conference WebDevCon EU, Edinburgh, Scotland 10/07/2018 and Berlin, Germany 02/08/2017

Speaker at public panel discussion at Amazon Female Career day, Berlin, Germany 21/11/2017

Speaker at public panel discussion at World Usability Day, Antwerp, Belgium 10/11/2016

Speaker at public Umami talk at Central Design, Brussels, Belgium 26/05/2016

Co-author of paper "A pattern-based HMI methodology for multi-modal, real-time, proactive systems" 05/2012 - IUI 2013 Workshop on Interacting with Smart Objects.