

NÁDIA FERREIRA

nadiaferreira.com | contact@nadiaferreira.com

Senior User Experience Designer of Digital Products

Experienced UX designer with a knack for drawing and a no-nonsense design attitude. 8+ years of industry, leadership skills and passion to close the gap between design and development. Worked in start ups, large corporations and design agencies. Experienced in working across collaborative interdisciplinary teams of designers, web and mobile development engineering, project managers, researchers, business and leadership. Effective at tackling complex tasks, strong organization skills, clear communication of design goals, user flows and visual complex systems.

Soft skills: Clear communicator, organized, strive for collaboration, positive attitude, passionate and empathic.

Software: Knowledge of HTML and CSS to inform design decisions. Expert skill level with Sketch, Invision, Axure, Omnigraffle, Photoshop and Illustrator.

Languages: English, French and Portuguese.

WORK 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 (Information Architecture) the AWS Design System documentation website and drove the website's content strategy.
- Provided support and reviews for designers and developers adopting the Design System. Helped AWS teams and end users meet their goals. In 2017, AWS teams released 1.430 services and features.
- Developed the contribution model for design ideas from the community to the Design System.
- Mentored UX designers and on-boarded new designers to the team.
- Lectured at University of Applied Sciences Berlin (HTW), Web development conferences, and diversity in Tech events.

Toolbox: Accessibility design standards, Design and development workflow, Design critiques, Human-computer interaction, Information architecture, Interaction design, Mentoring, Presentation, Responsive web design, Team collaboration and productivity of cross-functional teams, Technical documentation writing, Usability testing and Wireframes.

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.
- Prioritised and delivered roadmap 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: Card Sorting, Competitive analysis, Design strategy, Interaction design, Mobile UX design and patterns, Prioritization of features, Prototype of flows and interactions, Team process improvements, UX Quality Assurance testing, Usability testing, User flows and Wireframes.

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.
- Paired with UX, visual designers and Front-end web developers.

Toolbox: Business model canvas, Business, Design and Development collaboration, Innovative ideas and concepts generation, Information Architecture, Personas, Prioritization of features, Project Owner, Responsive web design, Service design blue prints, User experience design, User stories for development, Wireframes and Workshop facilitation.

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: Human-computer interaction, Information architecture, Interaction design, Mental models, Mobile UX design and patterns, Prototype of flows and interactions, Responsive web design, Service design, Sketching, Storyboards, Teaching, User Research, Wireframes and Workshop facilitation.

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: Design documentation, Focus groups, Interaction design, Mobile UX design and patterns, Navigation flows, Prototyping, Usability test and Wireframes.

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.

Technische Universiteit Delft, Delft, Netherlands
2006 - 2007
ERASMUS exchange programme.

COMMUNITY

Speaker at Amazon's Front-end Conference WebDevCon - 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 "A pattern-based HMI methodology for multi-modal, real-time, proactive systems" 05/ 2012 - IUI 2013 Workshop on Interacting with Smart Objects.