

# Clara Dias

## Product Designer

### CONTACT

**Portfolio:** <http://claradias.com>  
**Email:** [claradias.ux@gmail.com](mailto:claradias.ux@gmail.com)  
**phone:** +44(0)7531581759

### COMPETENCES

#### Research

Personas & Customer journey mapping  
Competitive Analysis  
User Interviews

#### Experience Design

Design Thinking  
Conceptualization & product strategy  
User flows & User stories  
Wireframing & Prototyping  
Accessibility  
Usability Testing  
Ideation & strategy  
Workshop facilitator  
Collaborative mindset & autonomy  
Design Systems  
Visual Design

#### Development

HTML & CSS  
Atom & Github

#### Management

Stakeholders  
Product Roadmap

### TOOLS

Adobe XD	Paper Sketching
Sketch	Jira/Asana
InVision	Balsamiq
Figma	Microsoft Office Suite

### LANGUAGES

**Portuguese** - Native  
**English** - Proficient Level  
**Dutch** - A1 level  
**Spanish** - B1 level

### CERTIFICATES

**EFFECTIVE IDEATION TECHNIQUES FOR UX DESIGN**  
Nielsen Norman Group  
2021 - Online

### PROFILE

Enthusiastic and passionate about people's needs and behaviours bringing previous experience in the healthcare, education and fine arts' areas to shape meaningful and engaging user experiences.

### WORK EXPERIENCE

#### UX/UI DESIGNER - OCTOPUS ENERGY Aug 2020 - Present - London, United Kingdom

- Solely lead and own the entire product design process from concept, production, measuring to implementation of the Electric Juice Network app (iOS and Android)
- Own and evangelize user-centered design practices and accessibility
- Close collaboration on a day to day basis with engineering, product manager and stakeholders
- Create wireframes and clickable prototypes to present, test and validate concepts
- Establish a living design system and define style guides to provide consistency evolving user experience throughout our product
- Lead discovery phase workshops focus in user stories, user flows and personas creation and conducted user research and user testing to gain insights from users
- Define ways of working by implementing Figma and Notion as tools for cross collaboration and product roadmap aiming streamline processes
- Mentor designers across other teams

#### PRODUCT DESIGNER - RIPPLE ENERGY Aug 2019 - July 2020 - London, United Kingdom

- Solely lead the product design of a responsive website and dashboard and advocated for UI/UX design practices, resulting in the increase of 40% user activity
- Worked in collaboration with both product manager and the engineering team in a user-centric design process to deliver end-to-end experiences
- Conducted user research, mapping out customer journeys, designing user flows, creating prototypes, user testing, high fidelity prototypes of interface and interactions to bring new ideas and feature to life for our users and developers
- Created the internal design system used in the entire company

#### VISUAL ARTIST - FREELANCER Sep 2014 - present

- Multiples exhibitions in Italy, Portugal and the UK

#### REGISTERED NURSE Sept 2006 - Feb 2018 - UK, PORTUGAL AND CAPE VERDE

- Maintained high standards of care and facilitated effective communication flows between all members of the multi-disciplinary healthcare team. Provided support and guidance to more junior colleagues as well as formally mentoring junior staff

### EDUCATION

**CERTIFICATE IN UX DESIGN + SPECIALIZATION IN FRONTEND DEVELOPMENT**  
CareerFoundry  
2019 - Online

**BA (Hons) Fine Arts Painting**  
Wimbledon College of Arts (UAL)  
2017 - London, United Kingdom

**PG Integrative Psychotherapy**  
Universidade Autonoma de Lisboa  
2011 - Lisboa, Portugal

**BSc Nursing**  
Escola Superior de Enfermagem  
2006 - Coimbra, Portugal