PATRÍCIA CARVALHO

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EDUCATION

2015-2018
Degree in Multimedia
Escola Superior de
Educação de Santarém
Final grade: 17.6/20

LANGUAGES

Portuguese - Native
English - Fluent
Spanish - Intermediate

HARD SKILLS

UX and Market
Research
UX Testing (qualitative
and quantitative
investigation)
UX Design
UI Design
Prototyping
Wireframing
SEO Best Practices
Usability Testing
Design Systems & Style
Guides
Data Analytics

SOFT SKILLS

Communication
Problem-Solving
Teamwork

WORK EXPERIENCE

Lead Product Designer *Lity Design (May 2023 – Present)*

- Led user-centric design initiatives by orchestrating a team of 3 designers, ensuring adherence to quality standards and project timelines through regular progress check-ins and feedback sessions.
- Crafted a design strategy aligned with organizational objectives, serving as the primary point of contact for client engagements and facilitating design discussions to achieve mutual understanding and satisfaction.
- Conducted comprehensive user research, employing qualitative and quantitative methods to unearth actionable insights that drove iterative improvements in wireframing, prototyping, and final product design.
- Utilized performance metrics and KPI tracking to evaluate design effectiveness, implementing data-driven adjustments to enhance user experience and product usability continually.

Product Designer *Aubay Portugal (Nov 2022 – May 2023)*

- Guided user research initiatives, leveraging tests, surveys, and interviews to inform design decisions and ensure alignment with user needs and preferences.
- Collaborated closely with stakeholders to align design solutions with business objectives, fostering synergy between design and operational goals for

SOFTWARES

UserZoom
Optimal Workshop
Hotjar
Google Analytics
Typeform
Sketch
Figma
Zeplin
Miro
Slack and Microsoft
Teams for team
collaboration
Jira, Asana, Odoo and
ClickUp for project
management
MS Office

CERTIFICATIONS

UX/UI Certification Course
October, 2023 - by
Programming Hub

Foundations of User Experience (UX) Design
September, 2023 - by
Google

Google Analytics Individual Qualification
February, 2020 - By
Google

Gamification
July, 2017 - by Wharton -
University of
Pennsylvania

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optimal project outcomes.

- Orchestrated the redesign of multiple HR apps into a consolidated, user-friendly interface, streamlining workflows and enhancing the overall user experience.

Product Designer *Freelancer (Mar 2020 – Nov 2022)*

- Applied user-centered design principles to create intuitive e-commerce and informational websites, leveraging personas, metrics, and comprehensive user and market research to inform design decisions.
- Conducted usability testing on target audiences to validate design solutions and ensure alignment with user needs and preferences.
- Utilized the principles of equitable design, following Google's best practices, to ensure inclusivity and accessibility in all design solutions.
- Employed iterative design methodologies, incorporating user feedback and client objectives to refine prototypes and deliver tailored solutions that meet user needs effectively.

Web Designer *Worten Portugal (Feb 2019 – Feb 2020)*

- Conducted thorough assessments of team pain points and observed current workflow usage to identify inefficiencies and opportunities for improvement.
- Led the redesign of landing pages and HTML assets to enhance user experience and increase customer engagement.
- Developed social media and ad designs aligned with brand strategy to elevate brand awareness and drive user interaction.
- Implemented streamlined asset creation processes based on identified pain points and workflow observations, resulting in a 30% increase in productivity.