



# CARLA CABEÇA

Product Designer

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## EXPERIENCE

### Farfetch | Product Designer

May 2021 - Present

Part of the Platform team, designing end-to-end back-office tools to allow internal teams and partners to run their businesses efficiently. Research advocate and avid Platform design system contributor.

Created and led a documentation project responsible for creating templates/guides and processes to organise the team documentation as well as improve the team's ways-of-working.

Junior designer's mentor.

### Alcuris | UX & UI Designer

October 2019 - May 2021

Lead designer responsible to improve the user experience of Alcuris's products (mobile app and dashboard) and create a strong/recognisable brand across the multiple channels of the company.

Created from scratch the Memo design system.

Developed several visual/graphic solutions to support the marketing side of the business.

### HelpMyStreet | Volunteer UI Designer

March 2020 - May 2020

HelpMyStreet is a non-profit community interest company that focuses on identify people in need across the UK and connect them to their neighbours.

Responsible for the UI of the website at the beginning of the UK national lockdown, helping hundreds of people.

### Watches of Switzerland Group | Web Designer and Content Executive

May 2018 - September 2019

Web Designer responsible to translate high-level requirements into intuitive and functional designs in order to generate more revenue.

Responsible to manage hundreds of brands and to update their content in five luxury websites owned by the group.

## EDUCATION

### Master in Design | Aveiro University

2015 - 2017

Two years course in UX & UI design that resulted in a master theses focused in healthcare.

### Exchange Poland | Poznan University of Arts

February 2014 - July 2014

### Degree in New Technologies of Communication | Aveiro University

2012 - July 2015

Three years course divided in three main areas: design, audiovisual and programming.

## SKILLS

### UX Design

- Design thinking
- Strategic thinking
- Service design
- Personas and storyboards
- User journey mapping
- Information architecture
- Heuristic evaluation
- Wireframing and prototyping
- A/B testing
- Accessibility

### Visual Design & Prototyping

- Figma
- Design System
- Adobe Creative Tools
- Miro
- HTML & CSS