

# Nádia Ferreira

USER EXPERIENCE DESIGNER OF DIGITAL PRODUCTS

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Designer of digital user experiences and complex systems. 8+ years of user experience design in the industry, worked in large tech companies, start ups, and design agencies. Experienced in working in collaborative teams of designers, web and mobile development engineers, project managers, researchers, business and leadership. Passionate about closing the gap between design and development. Effective at tackling complex tasks with clear communication of design goals and user flows. Engaged in empowering people and teams.

## WORK EXPERIENCE

### USER EXPERIENCE DESIGNER

**Amazon Web Services - Berlin, Germany**

*2016 - Present*

Design, launch and maintenance of Amazon Web Services Design System. Includes UX patterns and guidelines, visuals, and web components in AngularJS and React. Mentoring of designers and facilitation of team processes.

- 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.

### SENIOR USER EXPERIENCE DESIGNER

**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. Facilitation of team processes between leadership, designers and developers.

- 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.

### USER EXPERIENCE DESIGNER

**Nascom - Genk, Belgium**

*2014 - 2015*

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

- 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.

### INTERACTION DESIGNER

**Namahn - Brussels, Belgium**

*2011 - 2014*

Design of user experiences for R&D and clients applications (B2B and B2C). Creation and facilitation of client's workshops.

- 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).

- Analysed gaps, user's requirements, prioritized features and custom implementations.
- Analyzed and architected flows for single sign-on.
- Paired with client's UX team, visual designers and Front-end web developers.
- Analyzed on field, complex environments for R&D projects.
- Created and lectured Mobile UX Design master class.

## INTERACTION DESIGNER

**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.

## EDUCATION

### MASTER OF SCIENCE AND ENGINEER DEGREE, INTERACTION DESIGN

**Technische Universiteit Delft, Delft, Netherlands**

2007 - 2009

### BACHELOR DEGREE, DESIGN

**Universidade de Aveiro, Aveiro Portugal**

2004 - 2007

### ADVANCED TECHNOLOGY HIGHER EDUCATION NETWORK SOCRATES PROGRAMME (ATHENS)

**Ecole nationale supérieure de Création Industrielle, Paris, France**

2009

### ERASMUS EXCHANGE PROGRAMME

**Technische Universiteit Delft, Delft, Netherlands**

2006 - 2007

## COMMUNITY

**Speaker at Amazon's Front-end Conferences** 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.

## TOOLBOX

### STRATEGY

User-centered design methodology, service design, stakeholders workshops, creative research, personas, service blueprint for my strategy, design vision and discovery phases.

### RESEARCH

User interviews, field research, competitors analysis, benchmarking, heuristic evaluation, data analysis, task analysis, card sorting, usability testing for my design research and evaluation phases.

### DESIGN

Ideas and concepts generation, user experience (UX), sketching, user flows and scenarios, interaction design (IXD), information architecture (IA), navigation flows, wireframing, prototyping, accessibility design standards, web design patterns, mobile design patterns, responsive web design and design systems thinking for my design activities and deliverables.

### DOCUMENTATION

Usability reports writing, technical documentation skills for components, APIs, UX and design usage guidelines.

### SOFTWARE

Pen and paper, post-its, Sketch app, Invision, Axure, Photoshop, Illustrator and Omnigraffle as tools for designing. Knowledge of HTML and CSS to inform my design decisions.

### PROCESSES

Software and product development practices processes, such as Agile, Kanban and Lean UX.

Design critiques, ideation brainstorming, and workshops.

Creativity to improve team processes. Coaching to mentor designers.

### SOFT SKILLS

Clear communication, enthusiasm, positive attitude, empathy, collaboration to enable teams, and a loud laugh!

### LANGUAGES

English (full professional), French (bilingual) and Portuguese (native).