

NÁDIA FERREIRA

User experience designer and leader

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Creative and pragmatic digital user experience designer and leader with 9+ years in user-centered design across large tech companies, startups, and design agencies. Design leader and mentor.

- Edge case spotter, system thinker, analytical minded with a knack for patterns, standards, and consistency.
- Empower designers and developers to deliver high-quality solutions (user flows, accessibility, design critiques, usability and design systems)
- Collaborative, managerial, and mentoring skills that impact designers and the team's workflows.
- Effective collaboration with teams of designers, web and mobile engineers, project managers, researchers, business, and leadership.
- Passionate about closing the gap between design and development.
- Experience working cross-locations and time zones.

WORK EXPERIENCE

Head of Product Design

Rydo

January 2020 - Present | Mechelen, Belgium

- Manage the Design team of 6 Product designers located in Belgium, Poland, and Portugal. Including 1:1's, career paths OKR's and implemented peer feedback reviews.
- Establish design processes within the organisation. Including implementation and facilitation of the Design team's critiques, documentation of internal Design Playbook to raise the bar of design outputs quality and consistent interface design language for the product.
- Coordinate User research projects with an external agency.
- Cross departments communication and establish teams collaboration workflows.

User experience designer

Amazon Web Services

December 2016 - October 2019 | Berlin, Germany

Design, launch and maintenance of Amazon Web Services Design System.

- Designed detailed interaction and user experience (IXD / UX) for web components, pages, and flows.
- Architected (Information Architecture) the AWS Design System documentation website
- Developed UX guidelines for scalable, responsive and accessible (WCAG 2.0 and WCAG 2.1) web experiences for data-intensive interfaces.
- Developed the contribution model for processing design ideas from the community to the Design System.
- Support, coach, and review for designers and developers adopting the Design System.

Senior User experience designer

Take Eat Easy

October 2015 - August 2016 | Brussels, Belgium

Design and launch of Take East Easy customer and business facing web and mobile applications.

- Designed, delivered and user tested the UX of iOS and Android customer-facing mobile applications.
- Analysed roadmap and delivered features prioritisation.
- In-house designer, strong collaboration with visual designer, iOS, Android and Front-end web developers.

User experience designer

Nascom

March 2014 - September 2015 | Genk, Belgium

Design of user experiences for client's web interfaces.

- Service design, business analysis and workshop facilitation with clients and internal Project managers, Graphic designers and Front end developers in an Agile process environment
- User experience design of web products for Acerta, Dr.Mobile and RecordBank.
- Focus on Drupal and Symfony website applications.

Interaction designer

Namahn

October 2011 - February 2014 | Brussels, Belgium

Design of user experiences for R&D and clients applications (B2B and B2C).

- Organisation and facilitation of client's workshops.
- User research, user experience design and interaction design for Astute research project (collaboration with Sirris, Thales and ABB), and multiple projects for Sony (e-commerce, campaigns and community).
- Creator and teacher of Mobile UX Master class.

Interaction designer

eBuddy

March 2011 - September 2011 | Amsterdam, Netherlands

Design and maintenance of eBuddy web and mobile chat applications.

- UX design for Android, Windows Phone, Qt mobile apps and web application.
- Interaction designer in-house, in an Agile / Scrum startup environment.

EDUCATION

Master of science and engineer degree (MSc.), Design for Interaction

Technische Universiteit Delft

2007 - 2009 | Delft, Netherlands

Advanced Technology Higher Education Network Socrates programme

École Nationale Supérieure de Création Industrielle (ENSCI)

2009 | Paris, France

Bachelor degree, Design

Universidade de Aveiro

2004 - 2007 | Aveiro, Portugal

TOOLBOX

Design Ops, design processes, standards and workflows. Mentoring, design management and recruitment.

User experience design (UX), Interaction design (IXD), Information architecture (IA), card sorting, navigation flows, wire-framing, prototyping, usability testing, accessibility design standards, web and mobile design patterns, and Design Systems.

Technical documentation writing for components APIs, UX and design usage guidelines.

Knowledge of HTML and CSS to inform design decisions and build static websites.

Clear communication, coordination, organisation. Enthusiasm, positive attitude, empathy, and a loud laugh!

LANGUAGES

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