

NÁDIA FERREIRA

User Experience Designer of Digital Products

<http://nadiaferreira.com/> contact@nadiaferreira.com @NadiaNadienka

Skills & Expertise

- > User research, Bench marking and Competitor analysis
- > Service Design, Product Design, Design Strategy and Concept Development
- > Mental Model, Personas, Customer journey, Visual Communication, Sketchnoter, Storyboard, Creative ideas generation and Conceptual design
- > Information architecture, Interaction Design, User experience, Site map, User and Navigation flows, User interface, Web and Mobile Design Usability, Wireframing and Prototyping
- > Usability testing, analysis and recommendations.

Tools Sketch, Axure, Illustrator, In Design, Photoshop, OmniGraffle, Sketches, Post its and a Good laugh.

Work experience

Senior UX Designer at Take Eat Easy

October 2015 - August 2016

In house UX Designer of one, in a Agile / Scrum startup environment. Food delivery by bike. By selecting only the best restaurants and always optimising our planning and dispatching algorithms, Take Eat Easy allows anyone to order the best dishes of their city as fast as possible.

> Interaction designer for Consumer mobile application. Reporting to VP Products and working in collaboration with Visual design and Developer team (Web, iOS and Android). Mobile apps launched in May 2016 for Belgium, France, United Kingdom and Spain markets.

Techniques Wireframes, Prototypes and Usability testing.

> UX improvements on (Back End) interface for Dispatch Live Support team.

Techniques Shadowing, Card Sorting, Information architecture and Wireframes

UX Designer at Nascom

March 2014 - September 2015

Working in an Agile process environment, close work with Project Managers, Graphic designers and Front end developers.

> Innovation and service design, Websites (RWD) and web apps.

Skills Service design, User Experience, Information Architecture, Visual thinking and Project Owner

Techniques Customer journeys, Site maps, Navigation flows, Page models, Wire frames, User stories writing for development.

Interaction Designer at Namahn

October 2011 - February 2014

Human centered designer (HCD) and User experience (UX) consultant. Design up to date web sites and applications interfaces that meet the user needs while assuring a coherent usability and experience.

> SONY Europe

UX and Interaction Designer (IxD) for the following projects: Sony Support, eCommerce Sony Europe, eCommerce Sony campaigns, Sony Online Community and Single sign in. Close cooperation with Sony UX team, HTML developers and Graphic designers in Belgium.

Techniques Benchmark, site flows, high level and detailed wire frames for desktop and mobile experience.

> Artemis Framework Programme - ASTUTE (Pro-active decision support for data-intensive environments project).

Techniques Field studies and interviews, personas, storyboards, mental models, information architecture, wire frames and detailed user interface design.

Interaction Designer at eBuddy

March 2011 - September 2011

UX team member of a SCRUM & Agile start-up environment working together with developers and graphic designers.

> Responsible for usability tests and focus groups of eBuddy XMS mobile application for iPhone and Android. Including facilitation, analysis and documentation.

> UX improvements on eBuddy XMS mobile application for Windows Phone 7 and Black Berry; eBuddy Chat (Instant Messaging) desktop and mobile products for Android and iPhone.

Techniques Mobile user testing, detailed wire frames, interactive prototype and video editing.

Master thesis intern at Philips Healthcare

November 2009 - August 2010

Master thesis: "Human interaction interventional procedures with Philips MultiDiagnost Eleva system. A patient-centered view."

Techniques Field studies and observation in hospitals, interviews, ideation, conceptual design, prototyping and reporting.

Talks and Trainings

Umami Talk - Speaker

May 26, 2016

Central Design, Brussels

> A talk about Design, UX and processes in different company sizes and structures.

Mobile UX Design Master Calss - Teacher

Along the years of 2013 and 2014

Namahn, Brussels

> Responsible for the topics: User research for mobile, designing for touch and prototyping.

Education

Design for Interaction Master at Technische Universiteit Delft

February 2008 - August 2010

> Master of Sciences and Engineering (Msc.): Design for Interaction, Delft University of Technology, Netherlands

Ecole nationale supérieure de Création Industrielle

2009

> Advanced Technology Higher Education Network Socrates (ATHENS) programme, Digital Interfaces: objects to be completed

Universidade de Aveiro

Design, 2004 - 2007

> Bachelor in Design

Industrial Design Faculty, Delft University of Technology (TUDelft), Netherlands

2006 - 2007

> Erasmus, student exchange programme, Industrial and Product Design

Languages

> **English** Full professional proficiency

> **French** Bilingual proficiency

> **Portuguese** Native proficiency

Recommendations

"I worked with Nadia for close to two years. In those two years, I've seen her not only excel at tackling UX problems –but also show exceptional leading and managerial skills in her role. That's one of the things that's so remarkable about Nadia. She demonstrates not only mastery for design, but also the ability to learn and take on new projects that are both difficult and critical. This rare mix of creativity and pragmatism sets Nadia apart, and explains why it's an indispensable member of any team. While Nadia's working skills will impress you, it's her warm and zestful character that makes everyone love working with her."

> **Loucas Papantoniou**, worked directly with Nádia at Namahn

"Nadia filled her role of Interaction Designer with enthusiasm and openness. Her documentation skills that are out of this world and presentations fun to watch. She's also a fun colleague that makes working with her a pleasure."

> **Agnes Misiurny**, managed Nádia at eBuddy