

Nádia Ferreira

Design Manager & Leader

Belgium
ENG FR PT

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Creative and pragmatic Design Manager and Leader, with 13 years of experience in User Experience Design, I bring a unique combination of Design expertise and People leadership to the table.

4 years of experience in Design management, overseeing designers and fostering their growth. Led teams of 20+ designers and drove impactful design initiatives across diverse companies. Creating operational processes that enhance design quality, efficiency, and maximize the value of design within organizations.

design + people

Work Experience

November 2020 - Present

Chapter lead UX & UI design, Telenet. Belgium

Lead a Design team of 20+ UX and UI professionals in an Agile organization. A community of designers located in Belgium, United Kingdom, and India, distributed across multiple teams.

Design leadership. Design, set up, lead and execute Design Operations.

- Structure and evangelize the Centralised partnership model for optimal efficiency and alignment with organizational goals.
- Raise the bar for consistency and quality of design methods and deliverables, through the standardization and documentation of design processes and guidelines. Improving the UX&UI competency and end customer digital experiences.
- Awareness and roadmap planning of Accessibility standards in digital design and development. Instigator and head of cross-department initiative for design and development of accessible web and mobile products.
- Facilitation of Design Chapter meetings with HR, top-down corporate messages, Design talks, and team demos.
- Facilitation of Design Chapter values, goals, and mission, to support design decision-making and visibility of the Design chapter within the company.

People management. Manage and mentor the designers to grow their careers.

- Responsible for designer hiring, career goals development, merit, bonus, and performance evaluations.
- Run 1-1 sessions, peer feedback discussions, and design coaching.
- Allocation of design talent to the right teams. Enabling the company's quarterly planning while supporting design career growth.

Tight collaboration with Leadership, Tribe Leads, Scrum Masters, Product owners, Human Resources, Recruiting, and Budget teams.

January 2020 - August 2020

Head of product design, Rydoo. Belgium

Manage product designers located in Belgium, Poland, and Portugal. Establish Design Operations, collaboration processes, standards, and initiatives within the organization. To support delivering the best user experience to more than 500K Rydoo users across 60 countries.

- Interview, run 1-1's, set up career paths OKR and implemented peer feedback reviews.

- Setup and facilitation of Design reviews critiques, and 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 team collaboration workflows.

December 2016 - October 2019

User Experience Designer (UX), AWS Design System team, Amazon Web Services (AWS). Germany

Design, launch, and maintenance of Amazon Web Services Design System. Includes UX patterns and guidelines, visuals, and code in AngularJS and React. AWS Design System is the standard for building AWS user interfaces. It ensures consistent and predictable experiences at scale for AWS customers.

- Research and design of UX flows, patterns, web components, and guidelines for scalable, responsive, and accessible web experiences for data-intensive interfaces. Tight collaboration with front-end development.
- Information Architecture of AWS Design System documentation website and content strategy.
- Audit and writing of accessibility guidelines for web components (WCAG 2.0 and WCAG 2.1).
- Setup and development of the contribution model for processing design ideas from the community to the Design System. Including onboarding and training for contributors.
- Coach designers and developers using the Design System. Support for AWS teams and end-users to meet their goals. In 2017, AWS released 1.430 services and features by teams all around the world.

October 2015 - August 2016

Senior user experience designer, Take Eat Easy. Belgium

UX Design and launch of Take East Easy customer and business-facing web and mobile applications in Belgium, France, United Kingdom, and Spain markets. Implemented design and development workflow process.

October 2011 - February 2014

Interaction designer, Namahn. Belgium

Design of user experiences for research and client applications (B2B and B2C), including European research project, and multiple projects for Sony. Created and lectured the Mobile UX Design master class.

March 2014 - September 2015

User experience designer, Nascom. Belgium

Design of user experiences for client's web interfaces. Including service design, business analysis, and workshop facilitation with Project managers, User interface designers, and Front end developers.

March 2011 - September 2011

Interaction designer, eBuddy. Netherlands

Design and maintenance of eBuddy web and XMS mobile chat applications.

Toolbox

Design Operations, Design Management, People Management, Team processes, Design Workflow, Collaboration, Workshops, Communication, Speaker, Mentoring and Coaching, Recruitment and Hiring, Design Systems, Accessibility Standards, Usability, Interaction Design (IxD), User experience design (UX), Information architecture (IA), Web and mobile Interfaces.

Education

2007 - 2009

Master of Science and Engineering degree (MSc.), Design for Interaction

Delft University of Technology (TUDelft).
Netherlands

2004 - 2007

Bachelor degree, Design

University of Aveiro. Portugal

Community & Talks

07 December 2022

Speaker at Movify Meet up, Brussels.

August 2020 - October 2020

UX & UI Design coach at [Hack Your Future Belgium](#).

10 July 2018

Speaker at Amazon WebDevCon, Edinburgh.

16 May 2018

Design judge of [Adobe Creative Jam](#), Berlin.

11 December 2017

Guest lecturer at [HTW Berlin - Hochschule für Technik und Wirtschaft](#), Berlin.

02 August 2017

Speaker at Amazon's tech conference WebDevCon, Berlin.

10 November 2016

Speaker panelist at World usability day, Antwerpen.

26 May 2016

Speaker at Umami talks, by Central design studio.

What They Say

(...) You are someone who can motivate the whole team to bring out the best in themselves. You have a hands-on mentality and you like to keep things moving. I am thinking about the Design System, making our website more accessible... These things have really started running since you got behind them and organised workshops, presentations... You really care and that's very valuable for our design team.

— UI Designer at **Telenet**

Nádia's "sky's the limit" imagination combined with her pragmatic approach and process allows her to tackle the most complex design problems with ease. It has been an absolute pleasure working with Nádia for over two years on the AWS Design System. She had such a positive impact on our team and product that reached far beyond the countless design patterns that she contributed to the system. She continuously raised the bar of the entire team's work by asking thoughtful questions, always following through, and mentoring multiple team members along the way. Any team would be lucky to have such a passionate, talented, and observant designer such as Nádia on board.

— Design Technologist at **Amazon Web Services**

Working with Nádia was fantastic. She is a great UX designer always keeping focus on what's best for her users. On top of that, her smile and positive attitude brighten everyone's day. It's hard to stay in a bad mood with Nádia around. Thank you for helping us build the AWS Design System, Nádia!

— Senior Manager at **Amazon Web Services**

Nádia is truly a one-of-a-kind user experience leader - the one with a great deal of knowledge, who empowers her team with freedom in their work above all else. Her experience and support helped me become a stronger researcher and was pivotal in helping establish a better UX at Rydoo. Nádia always did an amazing job striking the right balance between big picture thinking and attention to detail. She leads her team by balancing high performance expectations with a strong investment in coaching and mentoring which starts with open communication. I highly recommend Nádia to any leadership role in user experience and design!

— Senior Product Designer at **Rydoo**

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