CONTACT

Portfolio: http://claradias.com
Email: claradias.ux@gmail.com

COMPETENCES

Research
Personas & Journey mapping
Competitive Analysis
User Interviews

Experience Design
Design Thinking
User flows & User stories
Wireframing & Prototyping
Accessibility
Usability Testing
Ideation & strategy
Workshop facilitator
Collaborative mindset & autonomy
Design Systems & Visual Design

Development
HTML & CSS
Github

Management
Stakeholders
Product Roadmap
Information Architecture

LANGUAGES

Portuguese - Native
English - Proficient Level
Dutch - B1 level
Spanish - B1 level

CERTIFICATES

-LEAN UX AND AGILE
-EFFECTIVE IDEATION TECHNIQUES FOR UX DESIGN
-MOBILE USER EXPERIENCE
-DISCOVERIES: BUILDING THE RIGHT THING
Nielsen Norman Group
2021-23 - Online

EDUCATION

CERTIFICATE IN UX DESIGN + SPECIALIZATION IN FRONTEND DEVELOPMENT
CareerFoundry
2019 - Online

BA (Hons) Fine Arts Painting
Wimbledon College of Arts (UAL)
2017 - London, United Kingdom

PG Integrative Psychotherapy
Universidade Autonoma de Lisboa
2011 - Lisboa, Portugal

BSc Nursing
Escola Superior de Enfermagem
2006 - Coimbra, Portugal

Clara Dias

Product Designer

System and empathic thinker, connecting humans and the products they use. Worked on fleet mobility & performance, healthcare, education, and the arts.

WORK EXPERIENCE

PRODUCT DESIGNER - CHARGEPOINT
May 2023 - Present - Amsterdam, Netherlands

Product Designer on the Enterprise platforms. Building tools and product flows to enable customers smart charging solutions.

- Collaborating with PM and Dev to define scope, strategy and OKRs
- Collaborating with UX Research to foster research as part of the product life cycle: apply research methods that inform user journeys and product vision
- Working with the Design Systems team and the UX team, creating tools and documentation to scale our team efforts and increase velocity for other infra teams
- Collaborating with Dev to design scalable solutions that unblock product growth

PRODUCT DESIGNER - SWAPFIETS
Dec 2021 - Feb 2023 - Amsterdam, Netherlands

Product Designer with the Team Planning. Building and iterating tools (AI and machine learning) that power the workflow of the operations and customer service people leading to a maximisation of fleet performance from subscription to field & delivery across desktop, mobile, iOS, Android and emails

This lead to:
- Increase of 50% more available appointments to users,
- Significant decrease of appointment time by 70%;
- 90% reduction of customer support tickets;
- 500% reduction on time for planning of first appointments.

PRODUCT DESIGNER - Medior II
Jul 2022 - Feb 2023

- Collaborate with PM and Dev to define scope, strategy and Jobs to be Done
- Establish, maintain and extend design system to create internal tooling and propose new components;
- Run usability testing and interviews to understand and map user needs, get actionable feedback and validate prototypes

PRODUCT DESIGNER - Medior I
Dec 2021 - Jun 2022

UX DESIGNER - VISUALFABRIQ
July 2021 - Nov 2021 - Utretch, Netherlands

- Building tools and product flows to enable customer revenue management
- Design the full new information architecture of the main product of the company
- Facilitate discoverability workshops and other design activities to support design based on qualitative and quantitative insights from the customers

LEAD UX/UI DESIGNER - OCTOPUS ENERGY
Aug 2020 - June 2021 - London, United Kingdom

- Lead the entire user experience for Electric Juice app, the first native app for Octopus Energy: iOS and Android
- Design the first version of the product' design system
- Close collaboration on a day to day basis with Dev, PM and stakeholders to define scope, strategy and product roadmap

LEAD PRODUCT DESIGNER - RIPPLE ENERGY
Aug 2019 - July 2020 - London, United Kingdom

- Lead the user experience for a single product across customer facing interface for a responsive website and dashboard (mobile and desktop) and its overall UI/UX improvement, resulting in significant increase of 40% user activity