

# Karla Fernandes

Full Stack Designer **UI/UX** and **Graphic Designer**

+41 44 585 29 79

[karla.fernandes@gmail.com](mailto:karla.fernandes@gmail.com)

[vitaminak.com.br](http://vitaminak.com.br)

[linkedin.com/vitaminak](https://www.linkedin.com/vitaminak)

[github.com/karlafernandes](https://github.com/karlafernandes)

## SKILLS & EXPERTISE

**Design:** Sketch, Illustrator, Photoshop, InDesign, Wireframing, Prototyping, Balsamiq, Axure, Invision. UCD;

**Languages:** HTML, CSS/SASS, Bootstrap, Javascript (Jr. Developer - jQuery, Angular);

**CMS:** Zope/Plone, Wordpress, Gulp, Jekyll, Drupal, Joomla, Magento;

**Others:** GitHub/Tortoise SVN, Responsive/Mobile Design, User Experience, SEO, Analytics, Online Advertising, Social Media, Optimizely, Hotjar, Others.

## LANGUAGES

Portuguese (*native speaker*), English (*fluent*), Spanish (*excellent*), German (*good*)

## EXPERIENCE

Vitamina K » **Managing Partner, Graphic & UI/UX Designer, Front-End Developer**, (*Remotely*) Jan/06 – Present

- Create brands, corporate identity & communications, promotional material, magazines/books/newspapers, responsive user interfaces, mockups and prototype validations for a huge variety of products and activities.
- Customize Themes in Plone, WordPress, Drupal, Joomla and Magento and develop website layouts determined by technical requirements, present ideas to satisfy and meet customers needs.
- Perform browser testing and debugging, custom scripts, solve code problems and update websites.
- Manage projects with creative flair, updated knowledge of industry software and a professional approach to time, costs and deadlines.

Makersite » **Full Stack Designer (UI/UX)**, (*Remotely*) Nov/17 – Jun/2018

- Worked through the Design Process until the high fidelity screens concept for the Homepage (Desktop/Mobile Responsive Version) after acknowledging the primary audiences also created User Personas, Wireframes and defined the Color Palette.
- Rearranged the Architecture of Information based on the content and analyses of the actual flow showed on Google Analytics (Aquisition, Navigation, Audience, Traffic Sources).
- Organized a To-do list with actions to improve the structure and content. Planned analysis of the impact of the changes via A/B tests, Marketing actions and Data gathering to measure improvements.

Udacity » **Front-End Developer**, (*São Paulo/Remotely*) Dez/16 – Sep/2017

- As sole Front-end Developer on the Brazilian Engineering team, updated the Marketing website design with a custom CSS Framework, as well as implemented new features specially created for the Brazilian market.
- Collaborated with Back-end developer to rapidly execute Hi-fidelity designs into functional projects while promoting best practices, web standards and shipping clean, maintainable code.
- On the International team, played a central role in the design development, worked on the migration of the international website to Angular implementing new features focusing on scalability and performance.
- As UI Designer was able to design landing pages for courses launch, career experience, and marketing promotions, implement new ideas and tests for payment process, and redesign the catalog.

## EDUCATION

CareerFoundry.com

**Certified UX Designer** (*Specialization in UI Design*), Ago/2017 – Jun/2018

- 500+ hours of training with industry-leading mentors; which was designed by experts from companies like Apple and Amazon.
- A ten-month course focused on data-driven UX methodology with a comprehensive, hands-on training spanning from user research and user journeys to information architecture, wireframing, prototyping and conversion rate optimization.
- Developed several real-world projects during the course, using software such as InVision, Balsamiq, and Sketch while utilizing best practices of UX Design.

Udacity.com

**Front-End Web Developer Nanodegree**, Jul/2015 – Feb/2016

- 160+ hours of training developed in partnership with Google, AT&T, and Github, this program offers a deep dive into the world of front-end web development.
- A four-month course composed of five projects ranging in complexity and each builds upon the previous to demonstrate mastery of in-demand skills.
- Improved skills as HTML5, CSS, Javascript, jQuery, Knockout, Responsive/Mobile websites optimized for security and performance.

Unieuro – Universidade Euro Americana

**Technology in Interior Design**, Bachelor of Science (BS), 2007 – 2008

Agrotechnical School of Uberlandia

**Computer Technician Course**, Bachelor of Technology (B.Tech.), 2002 – 2003

## COURSES

**Shaping Up With AngularJS**

Gregg Pollack, *Code School Jan/16*

**AngularJS: From Zero to Hero**

**AngularJS: Fundamentals**

Asim Hussain, *Udemy & Code Craft Pro Feb/16*

**Staying Sharp with Angular.js**

Alyssa Nicoll, *Code School Mar/16*

**JavaScript Road Trip 1/2/3**

Jason Millhouse, *Code School Mar/16*

**ES2015 JavaScript**

Carlos Souza, *Code School Mar/16*

**Assembling Sass**

Nick Walsh, *Code School Mar/16*

**Writing for the Web**

Frankie Madden, *Open2Study Jun/13*

**User Experience for the Web**

Amir Ansari, *Open2Study May/13*

**Online Advertising**

Patty Keegan, *Open2Study Dec/14*

## INTERESTS

work, travel, music, new technology, furniture, art, digital photography, strategic planning, professional networking, usability research, playing tennis, health, gourmet cooking, exercising, marathon running, friends, fun, architectural history, reading.