

Karla Fernandes

Full Stack Designer **UI/UX and Graphic Designer**
Front-End Developer committed to **Accessibility & Usability**

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SKILLS & EXPERTISE

Design: Sketch, Illustrator, Photoshop, 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), *French* (basic),

Vitamina K » **Founder, 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.

Adam Riese » **UI/UX Designer (Freelancer)**, Aug – Sep/18

- Collaborated with the Design Team in order to redesign the main Navigation for mobile/desktop; realized preference test and wrote its documentation.
- Worked with the marketing team in order to consolidate Personas and create its templates.
- Created and implemented Banner Campaigns for 4 products counting more of 70 banners in 4 formats.
- Redesigned Footer and Testimonials as well as Identified actions to improve the structure through User Flow of institutional links like (Über Uns, Presse, Jobs) taking into consideration analyses of the actual flow determined using Google Analytics.

Makersite » **Full Stack Designer (UI/UX)**, (*Remotely*) Nov/17 – Jun/18

- Worked through the Design Process until the high fidelity screens concept for the Homepage (Desktop/Mobile Responsive Version). Based on the target audiences, created User Personas, Wireframes and defined the Color Palette.
- Rearranged the Information Architecture based on the content and analyses of the actual flow determined using Google Analytics (Acquisition, Navigation, Audience, Traffic Sources).
- Identified 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) Dec/16 – Sep/17

- As sole Front-end Developer on the Brazilian Engineering team, updated the Marketing website design with a custom CSS Framework and implemented new features specially created for the Brazilian market.
- Collaborated with Back-end developer to rapidly turn 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 and worked on migrating the international website to Angular while implementing new features focusing on scalability and performance.
- As UI Designer designed landing pages for course launches, career experience, and marketing promotions, implemented new ideas and tests for the payment process, and redesigned the catalog.

Chamber of Deputies » Graphic & Web Designer, Plone Developer, (Brasília/DF) Jul/04 – Dec/05

Developed creative ideas and concepts for plenarinho.gov.br, chose the appropriate media and style to meet objectives in advertising, magazines, posters, exhibitions and corporate identity.

Ministry of Labor and Employment » Graphic & Web Designer, PHP Developer, (Brasília/DF) Jan – Jul/04

Designed solutions to implement a high visual impact for the mte.gov.br website and all corporate communications.

WebDaqui » Web Designer, ASP Developer, (Brasília/DF) Aug/03 – Jan/04

Created look, layout and features of websites for diverse industries. Designed solutions for advertising, banners, corporate communications and corporate identity.

Bit House Brazil, Jornal Triangulo & Registro Fotolito » Graphic & Web Designer, (Uberlândia/MG) Mar/98 – Jun/03

Executed editorial decisions with timeliness and precision. Maintained clear and constructive communication; monitored the entire process of photolithography; developed sites structure, design and page templates.

Grafica Real » Graphic Design & Editor, (Patronício/MG) Feb – Nov/97

Printed and photo processed design solutions such as flyers, advertising, books, newspapers, magazines, posters, product packaging, displays and corporate communications.

EDUCATION

CareerFoundry.com

Certified UX Designer (Specialization in UI Design), Aug/17 – Jun/18

- 500+ hours of training with industry-leading mentors, designed by experts from 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.

Voice User Interface Design with Amazon Alexa (Specialization), Aug – Sep/18

- Designed Amazon Alexa Skills from scratch using tools like Amazon developer console and AWS Lambda while utilizing best practices of VUI design. The project briefing was written in partnership with Amazon.

Udacity.com

Front-End Web Developer Nanodegree, Jul/15 – Feb/16

- 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, building upon each other to demonstrate mastery of in-demand skills.
- Improved skills as HTML5, CSS, JS, jQuery, Responsive/Mobile websites optimized for 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*

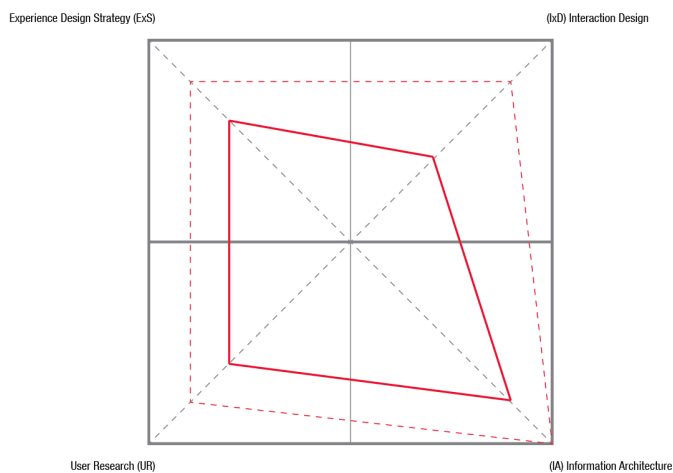
User Experience for the Web

Amir Ansari, *Open2Study May/13*

Online Advertising

Patty Keegan, *Open2Study Dec/14*

UX QUADRANT PROFILE



INTERESTS

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