

Karla Fernandes

Graphic & UI/UX Designer, Front-End Developer

committed to **Accessibility & Usability**

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SKILLS & EXPERTISE

Design: Illustrator, InDesign, Photoshop, Axure, Invision, Sketch;

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

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 written JavaScript/Scripts/Programming, solve code problems and update websites.
- Manage projects with creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

Makersite » **UI/UX Designer**, (*Remotely*) Nov/17 – Jan/18

- 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 the content existent as well as plans for the future including analysis of the impact of the changes via A/B tests, Marketing actions and Data gathering to measure improvements in navigation, exit pages, and others.

Udacity » **Front-End Developer**, Dez/16 – Oct/2017

- As sole Front-end Developer on the Brazilian Engineering team, updated the Marketing website design with the custom CSS Framework developed by Mountain View Udacity's team, 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 HTML/CSS/JS, 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, as well as implementing new features.

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

Career Foundry

UX Immersion, *Set/2017 – Apr/2018*

UX Fundamentals, *Ago - Set/2017*

Udacity – Nanodegree co-created by at&t, Google, Hack Reactor, GitHub

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

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 Ago/17*

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*

Staying Sharp with Angular.js

Alyssa Nicoll, *Code School Mar/16*

AngularJS: Fundamentals

Asim Hussain, *Code Craft Pro Feb/16*

Shaping up with Angular.js

Gregg Pollack, *Code School Jan/16*

AngularJS: From Zero to Hero

Asim Hussain, *Udemy Jan/16*

Online Advertising

Patty Keegan, *Open2Study Dec/14*

User Experience for the Web

Amir Ansari, *Open2Study May/13*

Writing for the Web

Frankie Madden, *Open2Study Jun/13*

Zope Technical Solutions

Luciano Ramalho, *Simples Feb/05*

FRONT-END FEATURED PROJECTS

Feed Reader Testing » Frontend Developer, (Part of Udacity's Nanodegree) – Feb/16

Wrote comprehensive unit tests, using the Jasmine testing framework, for a pre-existing RSS Feed Reader application that uses Google's RSS API, analyzing multiple aspects of the application.

Neighborhood Map » Frontend Developer, (Part of Udacity's Nanodegree) – Jan/16

A single-page responsive web application, built using the KnockoutJS and Bootstrap framework, that displays a Google Map with various Escape Rooms in the city of Istanbul. Users can search all included places and, when selected, additional information will display third-party API's such as FourSquare and Google Streetview.

Website Optimization » Frontend Developer, (Part of Udacity's Nanodegree) – Dec/15

Optimized an inefficient web application's JavaScript, CSS and assets delivery, evaluating the critical rendering path and animations ensuring it runs at 60fps and achieves a PageSpeed score of at least 90.

Interactive Resume » Frontend Developer, (Part of Udacity's Nanodegree) – Aug/15

Using jQuery, developed an interactive resume application that reads all data from a JSON file and then dynamically modifies the DOM to display the information. Further customized the project by personalizing the design using CSS.

UX CASE STUDIES

Careerfoundry - Launch your tech career with a CareerFoundry online mentored course – Set/17

Create a solution for a FlashCard App used by people that want to learn new vocabulary:

- Competitors Evaluation realized with research or Apps that have the same goals.
- User Interviews about their needs and goals when learning a new vocabulary.
- Created a User Persona based on the interviews realized.
- Created User Flow for adding and reviewing vocabulary.
- Wireframing & Prototyping the minimum possible actions to see the features, login and sign up, add and review vocabulary.
- Usability Test using the prototype created to check the failures and improvements necessities.
- Storying Telling of the whole process and explanations of design decisions.

Ysura - Sales, marketing and CRM solution for the pharmaceutical industry – June16

Designed a solution to solve the Miami Cocktail Challenge. I've designed it as a mobile app to organize an event. There was taken into consideration a lot of friends with different schedules and varying tastes in bars, so it's not so trivial to come to an agreement where as many friends as possible will come. The deliverables for the task were:

- Set of wireframes explaining the solution user flow and interactions, showing my designing and interaction thinking.
- Set of high-fi mockup to show my visual skills.

Appway - Guiding Digital Transformation at Institutions Worldwide – Apr/16

REVAMP the Account Opening with individual features:

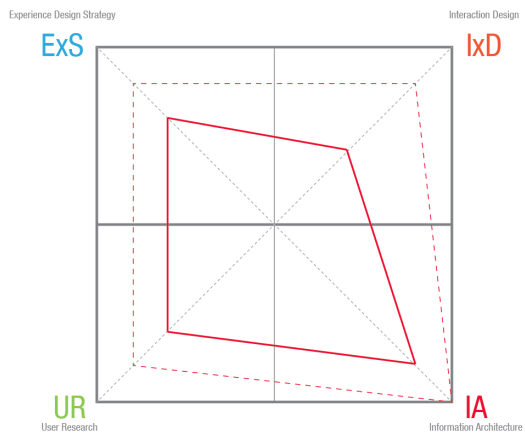
- Show a list of customers that are already added to the account. Each customer has one or more roles (e.g. account holder). The same role can be attached to multiple customers (it's an N-to- N relationship).
- Add a customer to the bank account out of a short list of customers that the bank employee has existing relationships with.
- Add a customer to the bank account out of all customers that the bank has.
- Create a new customer and add it to the bank account.

There were created sketches and wireframes for how this user interface worked as also a high fidelity mockup to show the visual style for the customer list.

Ricardo.ch - Schnell kaufen & verkaufen – Apr/16

REVAMP the Registration and Login used on their application considering desktop and responsive mobile versions. The studied realized took into consideration the user flow from a marketing Ad to the website registration form. It showed pos/cons of the actual system and delivered considerations to be improved based on research and numerous studies realized with the registration process.

UX QUADRANT PROFILE



UX NEVER STOP LEARNING

1. Complete UX Fundamentals, UX Immersion and at least two specializations: UI for UX Design and Voice User with Amazon Alexa.
2. Learn Principle to improve prototypes with real interactions.
3. Volunteer and Consult as a UX Designer for interesting projects on NGOs or Charities.
4. Participate in UX conferences and Meetups
5. Use UX Design to develop in a better way my own businesses idea.

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.