

# SARA VIEIRA

**Web:** [www.vieirainteractive.com](http://www.vieirainteractive.com).

**Email:** [vieirainteractive@gmail.com](mailto:vieirainteractive@gmail.com)

**Phone:** 1 310.626.4653

**LinkedIn:** [www.linkedin.com/in/saravieira/](http://www.linkedin.com/in/saravieira/)

## PROFESSIONAL SUMMARY

UX/ UI Product Designer with 20+ years of experience in full-stack design, specializing in B2B / B2C web and mobile applications for enterprise and complex platforms. Emmy nominated for Outstanding Creative Achievement in Interactive Media. Created award-winning projects for ABC, CBS, Disney, DreamWorks, FOX, NBC Universal and Sony Pictures. Well-versed in leading teams to create wireframes, prototypes, and UX /UI concepts, while conducting user research, testing and prioritizing user-centered methodologies. Delivering best-in-class products through innovative designs, and supporting projects throughout their lifecycles to achieve core aims and objectives in Figma.

## TECHNICAL SKILLS

### Design, Prototyping & Wireframes:

### UX Techniques:

### UI Design:

### Research and Testing:

### Development:

### Project Management & Collaboration:

### Methodologies:

### Miscellaneous:

Figma, Sketch, Miro, Adobe Creative Suite & Axure.

User Journey Mapping, Personas, Information.

Architecture, Interaction Design, Service Design,

Interaction Design, Lean UX Principles, SwiftUI.

Typography, Color, Branding & Style Guides.

Google Analytics, Crazy Egg, Heatmap Tools,

Hotjar , UserTesting, SurveyMonkey, A/B

Testing tools, Usability Testing methods,

data quantitative and data quality assessment.

HTML/CSS, JavaScript Front-end (React) and Responsive web design.

Jira, Slack, Confluence, Trello, & GitHub.

Agile and Scrum Methodology.

Artificial Intelligence (AI), Cross-Platform Design (iOS, Android, Web), Design Systems Copilot and PowerPoint, , Accessibility Standards (WCAG), HCI, iOS Human Interface Guidelines, Augmented Reality (AR), Virtual Reality (VR), Games, Medium and E-commerce.

## AWARDS

- Emmy Nominee: Outstanding Creative Achievement in Interactive Media.
- Featured on Smashing Magazine for TV Show Web Designs: Trends & Examples.
- Won The American Business Award: The Stevies Indies – Art Director.
- Ovation Award for creating the innovative iPad application.
- The Australian Financial Review: 'News Website of the Year' Award.
- AFR Weekend: PANPA 'Newspaper of the Year' Award

## CLIENTS

24 Fitness, ABC, America's Got Talent, Amgen, Big Brother, CBS, Disney, DreamWorks, Financial Review, FOX, JDate, Miss Universe, Motorola, NBC Universal, Sony Pictures, PWC, Saatchi & Saatchi, Smurfs, St. George Bank, Subway, Verizon, Victoria's Secret, and Warner Media.

## WORK EXPERIENCE

### Senior Product Designer / Art Director - Vieira Interactive Inc. Feb 2020 – Present

- Leading comprehensive UX/UI product design initiatives for web and mobile platforms, focusing on customer-centric solutions.
- Conducting user research using quantitative and qualitative methodologies to gather comprehensive insights.
- Created responsive designs in Figma for web and mobile apps, ensuring consistent user experiences across all devices.
- Designing functional and intuitive interfaces applying lean UX and service design principles in Figma.
- Proficient in design systems, design patterns, information architecture and interaction design methodologies.
- Developed an online e-commerce store in Figma with integrated functionality to enhance interface usability and engagement.
- Managing the entire product lifecycle: ideation, brand, research, journey mapping, wireframes, prototypes, and testing.
- Planning project delivery schedules and effectively collaborated seamlessly with cross-functional teams.

## SELECTED PROJECTS

- **Fitness App:** iOS and Android App, UX, analytics, research, wireframes and design systems.
- **NYC Beverage Company:** Product design, Brand, responsive website, mobile, UX, and UI designs.
- **YogiMixer App:** Product design, UI, UX, testing, prototypes, design systems and interaction design.
- **Rh7thm:** Website for augmented reality (AR) and virtual reality (VR) and Brand Designs.
- **Home Clearance:** E-commerce, UX, UI designs, wireframes and user flow.
- **SE Timber:** Product design, UI, UX, visual design, prototyping and interaction design.
- **Green Light Australia:** Branding, website design, UX, UI, user journey and testing.
- **World Cup App:** iPhone and Android app, testing, research, UX, and UI design.
- **Insurance App Startup:** Mobile, web UX, UI, quantitative research, design systems and A/B testing.
- **Charity COVID-19 Platform:** UX design, user journey, research, wireframes and testing.

## EARLIER CAREER SUMMARY

<b>Founder / Art Director / Product Designer (UX / UI) – Bondi App</b>	<b>Apr 2016 – Dec 2019</b>
<b>UX Specialist – NRMA Insurance</b>	<b>Mar 2015 – Mar 2016</b>
<b>Product Designer – Saatchi &amp; Saatchi</b>	<b>Mar 2014 – Jun 2014</b>
<b>Lead UX/UI Designer– Fairfax Media</b>	<b>Jan 2013 – Jan 2014</b>
<b>Web Designer – NBC Universal</b>	<b>Feb 2008 – Nov 2011</b>
<b>Web Designer – CBS Interactive</b>	<b>Jun 2006 – Dec 2007</b>
<b>Senior Web Designer – Sony Pictures</b>	<b>Mar 2003 – May 2006</b>
<b>Web Designer – DreamWorks Animation</b>	<b>Oct 2005 – Dec 2005</b>
<b>Web Designer – Disney</b>	<b>Feb 2004 – Oct 2004</b>
<b>Art Director – Indymac Bank</b>	<b>Feb 2004 – May 2004</b>
<b>Senior Web Designer – Fox Sports</b>	<b>May 2003 – Jun 2003</b>
<b>Web Designer – PwC</b>	<b>Aug 2000 – Dec 2000</b>

---

## EARLIER CAREER DETAILS

### Founder / Art Director / Product Designer (UX / UI) – Bondi App Apr 2016 – Dec 2019

Developed the Bondi Bubble App for local businesses and visitors in Sydney, Australia which aimed to boost local revenue, attract more customers and promote events.

Created Brand designs and features for the iPhone and Android apps including all aspects of research, user journey, UX, UI, wireframes and user testing in Figma.

Managed the production team and delegated tasks to ensure timely project completion in line with expectations.

Created the Aloha Bubble App, Brand and e-commerce platform in the USA to promote legends in the local community and worldwide.

Held responsibility for user flow, UX wireframes and UI designs for the app and platform.

Designed the online store, products and brands section and integrated Shopify for e-commerce functionality.

**UX Specialist – NRMA Insurance**

**Mar 2015 – Mar 2016**

Worked on the re-design of the NRMA Insurance App and Claims mobile site with wireframes, focused on user-centered design principles for an efficient claims process.

Designed a streamlined process for the claims site which ensured ease of use before, during and after events.

Implemented weather alerts with a 97% satisfaction rate, which prompted 79% of customers to take action on severe warnings, preventing potential damage.

Built UX / UI designs for B2B web applications catering to large enterprise companies, and created intuitive and user-friendly interfaces for complex platforms.

Experienced in full-stack design, UX, interaction design, user research, wire framing, prototyping, usability testing and UI visual design with design systems.

Conducted extensive user research and testing, including A/B testing and Gorilla testing to identify and address user pain points, which enhanced overall user satisfaction.

**Product UX Designer – Saatchi & Saatchi**

**Mar 2014 – Jun 2014**

Led user experience design initiatives of the St. George Bank's Mobile Banker app and created an intuitive and user-friendly interface for mobile customers.

Achieved widespread adoption and positive user feedback, which highlighted a seamless user experience and enhanced functionality.

Delivered impactful design solutions in the financial sector, which included designing and implementing the SME website portal and working on a re-design for GoodAdvice.

**Lead UX/UI Designer – Fairfax Media**

**Jan 2013 – Jan 2014**

Worked on full stack design for an internal custom built web application used by production teams as well as an events app.

Re-designed digital platforms and created the Australian Financial Review (AFR) mobile website.

Implemented user-centered design principles across visual design, functionality, usability, typography, UI, content strategy and interaction design to ensure a seamless and user-friendly experience for all users.

Managed a large-scale, complex customer log-in migration and AFR video player.

**Web Designer – NBC Universal**

**Feb 2008 – Nov 2011**

Re-designed the NBC.com homepage to enhance user experience and engagement levels.

Created the UX wireframes and design for the first NBC Live iPad app, which enabled users to stream their preferred shows and engage in real-time commenting.

Developed advertising campaigns with budgets in excess of \$1m for NBC's premier shows.

Successfully delivered projects on time to meet all requirements and functionalities.

Emmy Nominee: Outstanding Creative Achievement in Interactive Media.

Featured on Smashing Magazine for TV Show Web Designs: Trends & Examples.

Ovation Award: Innovative NBC Live App.

**Web Designer** – CBS Interactive

**Jun 2006 – Dec 2007**

Produced creative concepts and developed content for CBS.com.

Designed the Victoria's Secret Fashion Show, Fall Preview and Upfronts.

Collaborated with show producers to create marketing campaigns for TV shows.

Developed the upfront presentation for CBS, which showcased upcoming programming to key stakeholders and industry professionals.

**Senior Web Designer** – Sony Pictures

**Mar 2003 – May 2006**

Conceptualized, designed and developed high-impact Flash projects for the AXN International TV network website, as well as presentations for SPTI.

**Web Designer** – DreamWorks Animation

**Oct 2005 – Dec 2005**

Contributed to the design aspects of projects for Madagascar and Wallace & Gromit, and ensuring optimal user experiences.

Led the development of The War of the Worlds DVD website, with a focus on user-centric design principles and seamless functionality.

**Web Designer** – Disney

**Feb 2004 – Oct 2004**

Worked with the Walt Disney Parks and Resorts Online team on various interactive flash projects.

Created a new brand for all media platforms, including web, iPad and iPhone apps.

Successfully competed in The Malibu Disney Triathlon Team.

**Art Director** – Indymac Bank

**Feb 2004 – May 2004**

Managed the entire creative process for the IndyMac presentation.

Developed brand identity including print and digital materials.

Won The American Business Award: The Stevies | Indies.

**Senior Web Designer** – Fox Sports

**May 2003 – Jun 2003**

Collaborated with the FOX Sports sales, design and marketing teams to create an interactive Flash presentation – bidding for Olympic TV rights.

**Web Designer** – PwC

**Aug 2000 – Dec 2000**

Created various Flash projects in line with requirements.

## **PROFESSIONAL TRAINING & QUALIFICATIONS**

- **Figma, UX, Web, Mobile and Design Thinking** – Udemy **2020 – 2022**
- **Omnichannel Journeys and Customer Experience; Storytelling to Present UX Work; Persuasive and Emotional Design; UX Basic Training; Assessing UX Design using Proven Principles; Visual Design for Mobile and Tablet; UX for Responsive Sites; Mobile User Experience; Journey Mapping to Understand Customer Needs** – UX London **2018 – 2019**
- **Assessing UX Design Using Proven Principles** – UX Australia **2016 – 2017**
- **Flash and Interactive Design** – Macromedia MAX Events **2006 – 2010**
- **Full-ride Scholarship for Multimedia** – The Art Institute of Seattle **1997 – 2000**