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SARA VIEIRA



My Goal is to create innovative, award-winning and effective solutions for my client's projects. I work across all media platforms, specializing in user-centered design, UX / UI for mobile Apps and websites.

QUALIFICATIONS

20 years of design experience. I've worked at ABC, CBS, Disney, DreamWorks, FOX, NBC Universal, NRMA Insurance and Sony Pictures. Nominated for an Emmy for Outstanding Creative Achievement in Interactive Media. Received an Ovation Award for the innovative NBC iPad App. Redesigned The NBC.com website in Los Angeles and The Australian Financial Review in Sydney. Created two Startups: Bondi Bubble and Aloha Bubble.

SPECIALTIES

Product Design, Mobile application, Web Design, Wireframes, Research, Interaction Design, Information Architecture, User Experience (UX), User Interface (UI), Social Media, Ecommerce, Visual Design, Testing, User-centered Design, Agile, Sketch, Adobe, inVision and Axure.

EDUCATION

THE ART INSTITUTE OF SEATTLE | 1997 - 2000

ACHIEVEMENTS

- Emmy Nominee: Outstanding Creative Achievement in Interactive Media.
- Featured on Smashing Magazine: TV Show Web Designs: Trends & Examples.
- Won The American Business Award: The Stevies Indies - Art Director
- Ovation Award for creating the NBC iPad application.
- Won a full ride scholarship for Multimedia.
- Taekwondo Black Belt: 4 times Alaska State and 2 times National Champion.
- Competed on the 2004 Malibu Triathlon - Disney Team.
- Traveled around the world: Australia, Brazil, Canada, Denmark, Egypt, France, Germany, Greece, Holland, Hong Kong, Indonesia, Ireland, Italy, London, Mexico, Norway, Portugal, Scotland, Sweden, Switzerland, Thailand and USA.





CLIENTES

I've worked with a wide variety of companies, including ABC, Amgen, CBS, Disney, DreamWorks, Fairfax Media, FOX Sports, JDate, NBC Universal, NRMA Insurance, PWC, Sony Pictures, Saatchi & Saatchi, St. George Bank and Warner Media.

EXPERIENCES:



Design Director

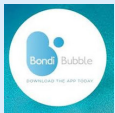
Vieira Interactive | Brasil, Australia & USA | fev 2012 - Fev 2020

Responsible for the creative vision, strategy, and design of all aspects of the brand. The work includes UX/UI Design, mobile applications, marketing campaigns, logo design, presentations, social media, branding and website design.

Contract Projects:

- YogiMixer - iOS and Android App, logo, branding and Marketing
- Rh7thm - Website design & mobile screens
- Home Clearance - E-commerce UX Designs
- SE Timber - website redesign and mobile
- Green Light Australia - Branding and website
- World Cup Brazil - iPhone and Android App
- Insurance startup mobile and web UX/UI designs.

EXPERIENCES:



STARTUP - Founder and Product Designer

Bondi Bubble App & Aloha Bubble | Australia and Hawaii | MAR 2016 - DEC 2019

Bondi Bubble App - Australia Developed the Bondi Bubble App for local business and visitors in Sydney, Australia. Responsible for product design direction & features for the iPhone and Android app. Tasks included design research, user journeys, UX wireframes, all the way through to UI designs, and user testing. Delegate tasks and managed the production team

Aloha Bubble App & E-commerce Platform - USA Created a platform that promotes legends in our local community and around the world. I was responsible for the User flow, UX wireframes and UI designs for the app and platform. • Designed the online store, products and brands section. • Build the Shopify Ecommerce Website. • Created a demo prototype for the mobile App.



UX Design Specialist

NRMA INSURANCE / IAG | Sydney, Australia | MAR 2015 - 2016

Worked with the Digital team for NRMA, part of the Claims pod. Key Projects: NRMA Insurance App, redesigned the Claims mobile site, Retail Business Insurance (RBI) wireframes and user testing, Severe weather, pin login, car claims user journeys and research.



Senior Digital Designer

RADAR Sydney | Sydney, Australia | OCT 2014 - JAN 2015

Responsible for UX design solutions for a number of key projects, collaborating with project team members – communicating ideas and refining solutions. Projects included: Perpetual Loyal Yacht Race Responsive site, Warm & Fuzzy Charity wire frames and UX design, as well as the Grain Corp responsive site.



Senior Digital Designer

Saatchi & Saatchi | Sydney, Australia | MAR 2014 - MAIO 2015

Worked across a diverse range of projects for various platforms and devices for St. George Bank. Project included: The Mobile Banker app design and UI. The HomeGuru responsive desktop, tablet and mobile App. The SME website portal and the GoodAdvice redesign.



Senior Digital Designer

Fairfax Media | Sydney, Australia | JAN 2013 - FEB 2014

I was a key player in the Financial Review Agile Environment using the scrum process. I really enjoyed my experience using the agile product development process as it empowered the scrum team to make quick decisions, remove any blockers, work as a team, deliver on time while maintaining our velocity.

Here's a few examples: Redesigned a new brand and responsive desktop, mobile and tablet experience for the Financial Review. Created the AFR m-site design ad UX, the iPad Events App for the Financial Review Group, a large complex customer log-in migration as well as the AFR video player website.

EXPERIENCES:



Mobile UX Designer

Belkin | Los Angeles, CA | MAIO 2012 - JUL 2012

Created the UX Design for the shortcut Router iPhone, iPad and Android App.



Senior Visual Designer

Disney | Los Angeles, CA | FEV 2012

Worked with the disney team to create the new brand for all media platforms, including web, iPad and iPhone apps.



Web Designer

NBC Universal | Los Angeles, CA | FEV 2008 - NOV 2011

Designed the NBC.com Home Page and NBC Live iPad app. Nominated for an Emmy for the Biggest Loser Digital Experience. Created and maintained sales campaign for NBC.com websites, microsites, flash games, sweepstakes and mobile. Featured on Smashing Magazine – TV Show Web Designs: Trends and Examples.



Web Designer

CBS Interactive | Los Angeles, CA | JUN 2006 - DEC 2007

Produced creative concepts and developed content for CBS.com. Designed the Victoria's Secret Fashion Show, Fall Preview and Upfronts. Worked with different show producers to create marketing campaigns for specific episodes of CSI and NCIS.



Flash Designer / Developer

Sony Pictures | Los Angeles, CA | MAR 2003 - MAIO 2006

Conceptualized, designed and developed high impact Flash projects for AXN International TV network website. Created a flash presentation and screen savers for SPTI.



Web Designer

DreamWorks Animation | Los Angeles, CA | OCT 2005 - DEC 2005

Worked on projects for Madagascar, W&G and created the WOTW DVD website.



Web designer

Disney Parks & Resorts | Los Angeles, CA | FEV 2004 - OCT 2004

Worked with the WDPRO - Walt Disney Parks and Resorts Online team on interactive flash projects connected with the theme park and CompetedThe Malibu Disney Triathlon Team.



Art Director

Indymac Bank | Los Angeles, CA | FEV 2004 - MAIO 2004

Managed the entire creative process for IndyMac presentation. Won The American Business Award: The Stevies | Indies. Developed brand identity including print and digital materials.



Flash Designer

Fox Sports | Los Angeles, CA | MAIO 2003 - JUN 2003

Collaborated with sales, design and the marketing team to developed an Interactive Flash presentation – Bidding for Olympic TV Rights.



Flash Designer

PwC | Los Angeles, CA | JUN 2000

Created Flash projects for Price Water House Cooper.