

SARA VIEIRA

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PROFESSIONAL SUMMARY

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.

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.

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 Mobile-First Design, 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

Product Designer (UX / UI) - 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 for web and mobile apps, ensuring consistent user experiences across all devices.
- Designing functional and intuitive interfaces applying lean UX and service design principles.
- Proficient in design systems, design patterns, information architecture and interaction design methodologies.
- Developed an online e-commerce store with integrated functionality to enhance interface usability and engagement.
- Managing the entire product lifecycle: ideation, research, user scenarios, 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, 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).
- **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

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

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**