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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

22 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.

SERVICES

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, Figma, Sketch, Adobe, inVision and Axure.

EDUCATION

THE ART INSTITUTE OF SEATTLE | 1997 - 2000

Macromedia MAX Events 2006 -2010

UX AUSTRALIA 2014 - 2015

Udemy - UX & Design Thinking

Complete Web & Mobile Designer 2022

UI/UX and Figma.

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 in 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.





CLIENTS

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, Saatchi & Saatchi, Sony Pictures, St. George Bank and Warner Media.

EXPERIENCES:



UX/UI Product Designer

Vieira Interactive | Brazil, Australia & USA | Feb 2012 - Present

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:

Yogi Mixer - iOS and Android App, UX/UI, branding, and Marketing.

Rh7thm - Website design, UX/UI mobile screens.

Home Clearance - E-commerce UX Designs.

SE Timber - Website redesign, UX/UI, and mobile

Green Light Australia - Branding, Website Design, and UX/UI

World Cup Brazil - iPhone and Android App UX/UI Designs

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 2021

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

Aloha Bubble App & E-commerce Platform - 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 E-commerce 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.



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 wireframes and UX design as well as the Grain Corp responsive site



Senior Digital Designer

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

Worked across a diverse range of projects for various platforms and devices for St. George Bank. The 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

Using the scrum process, I was a key player in the Financial Review Agile Environment. 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, and deliver on time while maintaining our velocity. Here are a few examples: Redesigned a new brand and responsive desktop, mobile, and tablet experience for the Financial Review. Created the AFR mobile site design and 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 | MAY 2012 - JUL 2012

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



Senior Visual Designer

Disney | Los Angeles, CA | FEB 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 | FEB 2008 - NOV 2011

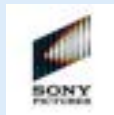
Designed the NBC.com Home Page and NBC Live iPad app. Nominated for an Emmy for the Biggest Loser Digital Experience. Created and maintained sales campaigns for NBC.com websites, microsites, flash games, sweepstakes and mobile. Featured on Smashing Magazine – TV Show Web Designs: Trends and Examples.



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 - MAY 2006

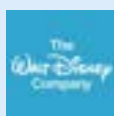
Conceptualized, designed and developed high-impact Flash projects for the AXN International TV network website. Created a flash presentation and screen savers for SPTI.



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 | FEB 2004 - OCT 2004

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



Art Director

IndyMac Bank | Los Angeles, CA | FEB 2004 - MAY 2004

Managed the entire creative process for the 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 | MAY 2003 - JUN 2003

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



Flash Designer

PwC | London, UK | JUN 2000

Created Flash projects for Price Water House Cooper.