

# ANA VIEIRA

## UX Designer

📍 Lisbon | 🌐 [anarvieira.com](http://anarvieira.com) | ✉️ [ana.ribasvieira@gmail.com](mailto:ana.ribasvieira@gmail.com) | ☎️ +351 936 342 348 | 🔗 LinkedIn: [in/ana-ribas-vieira](https://www.linkedin.com/in/ana-ribas-vieira)

UX Designer with a background in physical product development, now also focused on digital experiences. I apply a strategic and user-centered approach through user research to solve real problems with empathetic, functional solutions that prioritize people while aligning with business goals. With experience in interior design, technical design, and website redesign. I bring a broad and detailed vision to create intuitive and impactful digital experiences.

## Experience

### UX Designer, Road of Hope | Netherlands - Aug. 2023 - Present

- Led the entire redesign of the NGO website to increase donations and volunteer engagement by aligning the needs of website users with the organization's goals.
- Conducted qualitative research through user interviews and usability testing to identify key areas for improvement and opportunities. Documented UX processes and workflows using Notion and Figma.
- Synthesized interview data to create personas and journey maps that guided design decisions.
- Designed wireframes, prototypes, and high-fidelity screens using Figma.
- Developed and launched the final version of the website in WordPress, using components inspired by design system principles.
- Provided maintenance and content updates on the platform, ensuring the website remains accessible and user-centered.

### Customer Service, Iris Galerie | Netherlands - July. 2023 - Dec. 2024

- Applied UX principles to improve the customer experience and service flows in the shop, identifying and resolving problematic points in the user experience.
- Trained new employees with a focus on efficiency, attention to detail, and customer experience.

### UX Designer, Freelance | Portugal - Oct. 2022 - Dec. 2022

- Redesigned the professional training NGO's website, using WordPress, with a focus on usability and accessibility
- Created simplified user flows to optimize the navigation process.

### Project Analyst Assistant, Lidl | Portugal - May 2021 - Apr. 2022

- Analyzed and optimized the layout of five Lidl shops, applying a user-centered vision to improve the flow of customers and goods within the shop.
- Categorized and structured over 13,000 project-related invoices and quotes to optimize internal workflows.
- Developed presentation based on data analysis collected and clarified statistical documentation.

### Structure Designer, Vera Navis | Portugal - July 2019 - May 2020

- Collaborated with cross-functional engineering teams to design and optimize ship component drawings.
- Produced 2D and 3D drawings and technical documentation with a focus on clarity and hierarchy of information.

### Interior Designer, Be Guest | Portugal - Mar. 2017 - Dec. 2018

- Designed and executed 6 complete interior projects for short-term rental accommodations, focusing on the experience of the space.

- Mapped user flows to design spaces that generate more comfort and better use.
- Managed the entire design process, from briefing to final delivery, including client feedback sessions.

**Project Analyst**, Marista Group | Brazil - Mar. 2014 - Aug. 2016

- Worked on the development of infrastructure projects in 18 schools and 10 administrative clients, achieving an 80% increase in user satisfaction.
- Conducted briefing meetings and user interviews to align project objectives with end-user needs and business impact.

## Education

- **Google UX Design Certificate**, Coursera - 2023
- **MDes in Product & Space Design**, IADE - Portugal - 2018
- **Postgraduate in Product Development Management**, UTFPR - Brazil - 2013
- **BA in Industrial Design - Product Design**, PUCPR - Brazil - 2011

## Skills & Tools

- **Design:** User Research, Journey Mapping, User Flows, Wireframing, Prototyping and Usability Testing
- **Technical Tools:** Figma, Miro, Notion, Adobe XD, Photoshop, HTML/CSS (basic), WordPress and AutoCAD.
- **Languages:** English and Portuguese

## Volunteering

**Content Designer**, Road of Hope | Netherlands - Nov. 2022 - Present

- Created graphic and social media content to promote the Road of Hope organization.