

# Europass Curriculum Vitae



## Personal information

Name	<b>Laura Gouveia</b>
Address	<b>Barcelona</b>
Current position	<b>Lead Product Designer</b>
Phone	<b>+34 622 23 03 01</b>
Email	<b>lau.go@posteo.net</b>
Website	<b>lauragouveia.com</b>

## About me

I'm a Product Designer with almost 8 years of diverse industry experience, I contributed to the user experiences of SEAT, CaixaBank, The European Commission, and the European Patent Office. As a collaborative team player, I believe in strategic thinking, effective communication, and adaptability in my approach. Committed to creating accessible and meaningful experiences for all, I believe in designing for a better world through a people-centered approach. In my free time, I practice triathlon, play the guitar and piano. I love traveling, floating in the sea, exploring new food, learning languages, and indulging in as much cake as possible along the way.

## Work Experience

Dates	08/09/2020 – to the present time
Position	<b>Lead Product Designer</b>
Client	<b>European Patent Office</b>
Employer	<b>NTT Data</b>
Activities and responsibilities	<ul style="list-style-type: none"><li>• Wireframes, UI Design and interactive prototypes using Figma.</li><li>• Participated in co-creation sessions with stakeholders to define business objectives.</li><li>• Engaged in end-to-end processes, enforcing accessible best practices within the team and promoting awareness among stakeholders.</li><li>• Conducted accessibility reviews.</li><li>• Supported user testing sessions, extracting insights and applying them to enhance the product.</li></ul>

	<ul style="list-style-type: none"> <li>• Collaborated closely with developers in projects involving multiple web technologies such as HTML, CSS, JavaScript, and React.</li> <li>• Technologies and Methodologies: Figma, Axure RP, Agile.</li> </ul>
<p>Dates</p> <p>Position</p> <p>Client</p> <p>Employer</p> <p>Activities and responsibilities</p>	<p>01/07/2020 – 07/09/2020</p> <p><b>UX/UI Designer</b></p> <p><b>European Commission and CaixaBank</b></p> <p><b>NTT Data</b></p> <ul style="list-style-type: none"> <li>• Defined wireframes for projects.</li> <li>• Assisted in generating usability study reports and implementing user testing feedback.</li> <li>• Executed visual design for platforms, adhering to brand guidelines.</li> <li>• Provided visual design and art direction, defining platform visuals.</li> <li>• Supported brainstorming and conceptualization of proposals.</li> <li>• Assisted in UX workshop sessions with clients.</li> <li>• Technologies and methodologies: Invision, Sketch, AI, PS and, Articulate.</li> </ul>
<p>Dates</p> <p>Position</p> <p>Client</p> <p>Employer</p> <p>Activities and responsibilities</p>	<p>23/11/2017 – 01/03/2018</p> <p><b>UX/UI Designer</b></p> <p><b>SEAT, Nestlé, Advanzia, Volkswagen</b></p> <p><b>Ogilvy</b></p> <ul style="list-style-type: none"> <li>• Conducted benchmark analysis and research.</li> <li>• Collaborated with stakeholders to comprehend business requirements and goals.</li> <li>• Developed information architecture and user flows.</li> <li>• Implemented gamification strategies and crafted prototypes for user testing.</li> <li>• Campaign conceptualization, definition, and pitch presentation.</li> <li>• Created wireframes and provided visual design and art direction.</li> <li>• Collaborated closely with developers in projects involving multiple web technologies such as HTML, CSS, JavaScript, Drupal, and React.</li> <li>• Established UI libraries using atomic design and design system principles.</li> <li>• Conducted usability studies and interviews to enhance user experience.</li> <li>• Technologies and methodologies: Invision, Principle, Sketch, and Agile.</li> </ul>
<p>Dates</p> <p>Position</p> <p>Employer</p> <p>Program</p> <p>Activities and responsibilities</p>	<p>01/02/2017 – 31/07/2017</p> <p><b>Designer</b></p> <p><b>Idiomplus</b></p> <p><b>INOV Contacto</b></p> <p>Idiomplus was a start-up that offered online and offline language training courses and translation services to companies.</p>

Activities and responsibilities	<ul style="list-style-type: none"> <li>• I was responsible for the online courses' content design, such as videos, images, and iconography.</li> <li>• Oversaw the visual maintenance of the internal websites and wrote articles for the blog about the importance of learning multiple languages.</li> <li>• Technologies and methodologies: Adobe Illustrator, Adobe InDesign, Adobe Photoshop.</li> </ul>
Dates	01/05/2016 – 31/12/2016
Position	<b>UX/UI Designer</b>
Employer	<b>Manzaning</b>
Activities and responsibilities	<p>Manzaning is a start-up whose mission is to be the bridge between people and traditional local commerce. People can buy from their neighborhood stores with an app and website which enables them to communicate directly with the vendors.</p> <ul style="list-style-type: none"> <li>• I was responsible for the graphic design as well as the maintenance and rework of some of the visuals and interactions.</li> <li>• Technologies and methodologies: Adobe Illustrator, Adobe Photoshop, Sketch.</li> </ul>

## Education and training

Title	<b>User Research Certificate</b>
Organisation	Interaction Design Foundation
Date	January 2024
Title	<b>Google UX Professional Certificate</b>
Organisation	Google - Coursera
Date	February 2023
Title	<b>English Cambridge C1 Advanced Certificate in English</b>
Organisation	Cambridge English
Date	July 2019
Title	<b>Master's Degree in Design and Art Direction</b>
Organisation	ELISAVA / Universitat Pompeu Fabra
Date	July 2016
Title	<b>Bachelor's Degree in Design</b>
Organisation	Universidade de Aveiro
Date	July 2015
Title	<b>Erasmus Program - Communication design</b>
Organisation	Università IUAV di Venezia
Date	February 2014

## Languages

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
<b>Portuguese</b>	Native				
<b>English</b>	C1	C1	C1	C1	C1
<b>Spanish</b>	C1	C1	C1	C1	C1
<b>Italian</b>	B1	B1	A2	A2	A1
<b>Catalan</b>	B2	B2	A1	A1	A1

## Personal skills and competences

### Social skills

Teamwork and adaptability to multicultural and international environments that I gained from studying and working in different countries. This has allowed me to be a good communicator in different languages.

### Organisational skills

I am a detail-oriented problem solver. A fast learner with creative thinking who is good at multitasking.

### Technical skills

User experience, Wireframing, User flows, UI Design, Art Direction, Design system knowledge, Communication strategies, Prototyping, Accessibility, Responsive Design, Collaboration with developers working with web technologies (HTML, CSS, JavaScript, ReactJS), Usability testing, Design Thinking.

### Tools

Figma, Sketch, Invision, Adobe Creative Suite, Miro, Axure RP.