

# Carol Sant'anna

## Lead UX & Service Designer

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London / UK

### PROFILE

London based, with over 15 years of experience, Carol specialises in UX / service design working in digital transformation, e-commerce, digital/interactive design and creative technology. She has worked on a variety of clients spanning across a range of different industries including travel, fashion, services, banking, automotive and communications. Her major skills are creating digital interfaces with a focus on user experience and transforming business through innovative design and strategic thinking while empowering product and creative teams to deliver user-centred design projects.

### SKILLS

- Platforms: MAC and WINDOWS
- Softwares: Figma, XD, Sketch, Miro, Mural, Adobe Creative Suite, Microsoft Suite
- Web: HTML, CSS, Wordpress
- Coding and Prototyping: Processing, Javascript, Arduino (basics), Invision
- Languages: Portuguese, English (IELTS grade 7.0) and Spanish (basic)
- Other: leadership, management, storyboarding, hand sketching, storytelling

### EXPERIENCE

#### Design Lead

&us

Feb 2020 - Present | London, UK

Helping multiple companies and enterprise innovators unlock their digital potential through design strategy and user-centric product design.

#### Experience Design Lead

Capgemini

Nov 2018 - Feb 2020 | London, UK

Leading the discovery phase for a high fashion brand, being responsible for preparing Design Thinking workshops to engage the client on collaborative strategies to create outputs (user interviews, wireframes & stories) and project requirements. Leading the delivery of a supplier portal for a large supermarket chain, being responsible for user requirements gathering with senior stakeholders and end users through face to face meetings. Developing these requirements through wire framing and prototyping concepts and designing high fidelity digital products.

## **Senior Experience Designer**

Publicis.Sapient

May 2017 - Jul 2018 | London, UK

Mixing user experience with creative strategy to design remarkable, responsive customer experiences that appeal both emotionally and functionally. I worked in multiple projects in UX strategy & design, UI style guide, online brand guidelines, usability testing & strategy, design/UX research and CX prototyping.

## **Senior Graphic and Web Designer**

Boston Creative

May 2015 - May 2017 | London, UK

Developing various projects for clients such as Sabre, Lufthansa and Amgen. Among these projects are the creation of websites, visual identities and graphics for events.

## **Multimedia Teacher**

School of Science and Technology at Middlesex

Oct 2014 - Dec 2014 | London, UK

Introducing several software packages and platforms such as Adobe Creative Suite and WordPress to final year students in the New Media course.

## **Creative Director**

Pessoas com Projetos

Apr 2012 - Jan 2020 | Belo Horizonte, Brazil and London, UK

Working as a Communication Consultant for companies in various industries, whether in art direction, technology, production, planning or other related fields - applying the knowlegde gained during the first 14 years of career in the industry.

## **Senior Graphic and Web Designer**

Moritz Waldemeyer Studio

Apr 2013 - Dec 2013 | London, UK

Freelancer designer: waldemeyer.com

## **Senior Web Designer & IT Director**

LSE SU Emerging Markets Forum 2013 – London (United Kingdom)

Jan 2013 - Feb 2013 | London, UK

Freelancer designer: lseemf.com

## **Creative Director and Graphic Designer**

JCHEBLY

Mar 2008 - Apr 2012 | Belo Horizonte, Brazil

Promoted to Team Creative Director in August 2010 - heading a team of twelve employees. I also attended to customers directly such as Votorantim, Vivo, Itaú, Bank of Brazil, FIAT, as well as their suppliers. Leading the team in various types of the company's projects, such as videos, commercial vignettes, graphic and digital design, 3D TV, projection media, multitouch tables, video walls). Entered as a Graphic Designer - producing visual identities for different company products and creating brands, stationery and layouts in general.

## **Graphic and Web Designer**

Qualiconsult

Apr 2005 - Dec 2007 | Belo Horizonte, Brazil

Developing and maintaining print and online projects, including the production of the Official Press of MG website, games, creation of brands, visual identities and illustrations.

### EDUCATION

#### **MA in Creative Technology (Merit)**

Middlesex University

2012 - 2013 | London, UK

#### **Specialization in Creative Processes**

PUC Minas

2009 - 2010 | Belo Horizonte, Brazil

#### **Bachelor of Arts in Graphic Design**

UEMG - Minas Gerais State University

2001 - 2005 | Belo Horizonte, Brazil

#### **Bachelor of Arts in Fine Arts**

UFMG - Minas Gerais Federal University

2001 - 2005 | Belo Horizonte, Brazil

### TESTIMONIALS

"Working with Carol was an absolute pleasure. She's very organised and with a great understanding of UI/UX. Her advice on the projects where we collaborated helped shift the way our in-house team function, and transformed the way we work and develop digital products."

Elsa Lima - Senior Art Director, the Economist Group

"Carol is a pleasure to work with. She led on some strategic design work and was skilled, collaborative, and thoughtful. She also took the whole team on the journey through a very successful project."

Tristan Summerscale - Global Head of Digital Product & Delivery, the Economist Group

## TESTIMONIALS

“Carol worked tenaciously to achieve the vision for a portal for my business to be used by thousands of our suppliers. She listened to my business needs but also maintained focus on driving the user experience. She presented the final solution to key stakeholders in my business really well. I really enjoyed working with her.”

Nicki Hobbs - Commercial Business Lead, Waitrose

“So talented, so resilient! Carol is a clear example of infinite optimism and positive energy. Her empathy skills are incomparable and for sure she will be one of the most successful design leads. Hire her!”

Daniel Souza - Associate Creative Director, Experience Design, Publicis.Sapient

“I’ve worked with Carol on a daily basis for the better part of 6 months. Apart from being a great designer, Carol is also a great lead. She was always at hand and available to support me whenever needed, on a professional and human level, all while enabling me to focus on my own strengths so that we can do great work together. A big part of our work revolved around client presentation and management and Carol absolutely excelled at it, always focused on planning and communication with the overall team to manage client expectations and deliver a great final outcome. She has a fun and warm personality and it was a genuine pleasure and an absolute joy to work with!”

Antonio Pratas - Freelance Product Designer, &us

“Working in collaboration with Carol has resulted in many successful deliverables. Her communication skills facilitate the way of working and creates a pleasant and professional work environment. She also lends support and guidance to colleagues to help drive forward project work. Carol is collaborative and self-driven on the work environment and is a pleasure to work with. She is an experienced UX professional owning User Research, Service Design and Integration design skills making her more than capable to lead a project and its team to successful outcomes. She also has demonstrated in multiple occasions availability to take over difficult tasks to make that extra mile that makes outperforming deliverables.”

Oscar Mayr - Design Ops Lead, Capgemini