

Patricia Carvalho

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Personal Statement

As a data-driven and results-oriented Product UX Designer, I design user-centric interfaces that simplify complex requirements into user-friendly designs, and drive conversion and engagement. My approach within teams emphasizes clear communication, effective stakeholder alignment, and delivering impactful product solutions and enhancements that elevate user experiences and achieve strategic goals.

Skills

- Technical: Figma, Adobe Creative, Mixpanel, Qualtrics, Shopify, Claude Code,
- Design: User flow, Wireframing, Prototyping, User Research, Usability Testing, Design System, Responsive Web, App Design, Design for Accessibility
- Collaboration: Agile Development, Team Management, Presentations, Slack, Airtable
- Fluent in English and Portuguese

Experience

October 2024 - Present

Freelancer - UX Designer & Branding

Grade Mobile — UX Designer

- **Redesigned the e-commerce website** following a comprehensive UX audit and competitor analysis, improving **brand consistency** and **aligning the experience with key business goals and KPIs**.
- Designed a **shopping assistant tool** to guide users toward the right product, **improving engagement** and reducing bounce rates.
- **Redesigned the checkout flow**, introducing bundle and plan suggestions that helped raise **average transaction value (ATV)** and **units per transaction (UPT)**.

Co. Joalharia - UX Designer & Branding

- Developed the **brand's identity**, ensuring a cohesive look and feel across the website, product pages, and marketing materials.
- Designed and launched a **Shopify e-commerce website** ensuring a seamless and visually appealing shopping experience.
- **Managed product listings and visuals**, ensuring high-quality imagery and strategic product categorization optimizing conversion

- **Analyzed website performance and user behavior**, using analytics and heatmaps to make data-driven improvements, **optimizing both UX and business outcomes**

Branding Studio Collaborations

- Worked with a **Marketing & branding studio** to design and develop websites for **entrepreneurs and small businesses** across various sectors.

February 2023 - August 2024

Flourishing Humanity Corporation, London- *UX Designer*

Tenacious Tracker Web App

- Designed **mobile and desktop web app interfaces**, translating **complex requirements** into clean, **user-friendly designs** that enhance usability and user experience.
- Created detailed **design documentation**, including wireframes, high-fidelity prototypes, customer journeys, and visual guidelines, to clearly **communicate design goals** and ensure **cross-functional alignment**.
- Leveraged **data-driven strategies**, including user interviews, feedback, and data analysis, to achieve a **37% increase in median active days** per user and a **26% improvement in new user retention** rates.

Scientific Self-Discovery Mobile and Web App

- Planned and coordinated the **beta testing** for early adopters
- Conducted user research by applying methods such as **user interviews, surveys and A/B testing** to gather research data and analyse, **develop hypotheses and personas**
- Implemented a **systematic approach to data collection, analysis and synthesis**, uncovering **actionable insights** that drove product improvements such as **user retention by 22%**, and improved **accessibility**.
- Developed and tested **landing pages** to evaluate different problem statements and user pain points, **driving data-driven decisions** for product direction.

August 2022 - February 2023

CareerFoundry- *UX Designer (Intensive Bootcamp with Mentorship)*

- Designed a **responsive web application** that focuses on tracking and enhancing overall well-being applying a **user-centered design** process and **mobile-first approach** to design based on **research findings**
- Developed **personas, customer journey maps and sitemaps** through **user interviews, surveys and card sorting**
- Designed **low and high-fidelity screens**, multiple **prototype** iterations and a **style guide** through various rounds of **usability and preference tests**

January 2022 - February 2023

Deciem- Assistant Location Manager

- **Drove business growth by identifying opportunities** to enhance customer experience, sales performance, and brand presence.
- **Led customer engagement initiatives**, building strong relationships and gathering insights to inform marketing and product strategies.
- **Analyzed customer behavior and sales trends**, leveraging insights to refine marketing approaches and improve product positioning.
- **Collaborated with cross-functional teams** (sales, marketing, and training) to enhance brand visibility and customer connection.
- **Facilitated training to Sephora teams and management** for the brand's launch at a national level.

February 2019- March 2021

My K-Beauty- Founder

- **First e-commerce business** in Portugal specialized in Korean cosmetics
- Conducted **market research** and **quantitative research** to understand the needs and motivations of our potential customers
- **Designed** the online store website, performing **preference tests** and continuously analysis user behaviour and store analytics to make **design and business decisions to optimize the business outcomes**.
- **Built and managed the brand identity**, ensuring a cohesive visual and messaging strategy across digital platforms.
- Established **strategic partnerships** with top Korean cosmetic brands, as well as studying the trends to build partnerships with new and upcoming brands.
- **Oversaw digital marketing strategies** to drive traffic and sales.
- **Managed and grew social media channels**, creating content, engaging with the community, and running paid and organic campaigns to increase brand awareness.

Education

Escola Superior de Artes e Design, Porto- BSc Product Design

CareerFoundry - UX Design Bootcamp

Relevant Modules: Design thinking, Prototyping, Marketing, Psychology and Behaviour, 3D Modeling, UX Research, Wireframes, UI.