

Karen Ferreira

Product Designer

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EXPERIENCE

Femtsy – Product Designer

BERLIN, GERMANY • 1 year

Responsible for designing end-to-end experiences taking a user-centric approach. Conceptualise, test, and validate new features. Work cross-functionally with engineers, product manager, user researcher and data analyst to ensure a high-quality implementation of designs.

PmWeb – UX / UI Designer

PORTO ALEGRE, BRAZIL • 1 year

Worked as a UX designer specialised in Conversion Rate Optimisation for ecommerces, analysing data to create strategic & evidence-driven decisions. Creating hypotheses to be tested (A/B testing) and improving conversion-related KPIs of online sales funnels.

Laureate International Universities – Digital Designer

PORTO ALEGRE, BRAZIL • 1 yr 4 mos

As a designer, I was responsible for the creation of digital campaigns, collaborating with Marketing to achieve KPIs and business objectives. Worked closely with the Digital Performance Agency to create lead generation strategies for Laureate Universities' websites.

Star Studio – Visual Designer

PORTO ALEGRE, BRAZIL • 1 yr 5 Mos

Planning and execution of graphic design projects. Collaboration with different stakeholders from ideation to implementation. Presentation of visual solutions through motion design focused on customers' needs.

EDUCATION

User Experience – Design Course

4ED, BRAZIL • 2019

Cultural Exchange

SAN DIEGO, UNITED STATES • 2015 - 2016

Game Design – Post-graduate

PUCRS, BRAZIL • 2011 - 2013

Interactive and multi-platform narratives, character animation, motion design, as well as business model creation for digital entertainment.

Advertising – Bachelor

PUCRS, BRAZIL • 2003 - 2009

SKILLS

Strategy & Research: End-to-end process (from discovery to delivery), user testing and experimentation.

Prototyping: Low / Medium / High fidelity prototyping, HTML5.

Visual Design: Figma, UI Libraries, Motion Design with After Effects.

SOCIAL

[in](https://www.linkedin.com/in/karencferreira) [linkedin.com/in/karencferreira](https://www.linkedin.com/in/karencferreira)

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