

Karen Ferreira

Product Designer

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EXPERIENCE

Nord Security – Product Designer

BERLIN, GERMANY • 2 yrs 8 mos

As part of the Security Tools Squad, I led the end-to-end design of new features across desktop and mobile, working closely with a cross-functional team from discovery to delivery. In partnership with research, we ran usability tests and gathered user insights to guide decisions. I also advocated for continuous UI improvements and brought motion into the experience to add personality.

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

Led the creation of digital campaigns in collaboration with Marketing, aligning with key business objectives and performance KPIs. Worked closely with the Digital Performance Agency to develop lead generation strategies for Laureate Universities' websites.

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.

Visual Design: Figma, Illustrator, Photoshop, Motion Design with After Effects and AI tools.

SOCIAL

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

[M](https://karencferreira.medium.com) karencferreira.medium.com