Carolina Silva

Product Designer   ⬚ carolinassilva.com   ✉ carolina.silva9949@gmail.com

Work Experience

Senior Product Designer   Aug 23 - Present
Alaska Airlines - Via Photon (Seattle, WA)

Led redesign of Alaska Airlines 27-year-old 'LinOps' system, introducing a mobile-friendly web app for maintenance technicians. Streamlined tools, prioritizing efficiency, accessibility, and a human-centered approach. Owned end-to-end product design, collaborating with stakeholders to address pain points and deliver a foundational MVP. Adapted swiftly in a dynamic industry, ensuring compliance and fostering innovation. Secured stakeholder buy-in in 3 months and gained recognition from the involved teams.

Product Designer   May 22 - Apr 23
Premise Data (San Francisco, CA)

Optimized flows and designed complex data visualizations that prioritized insights, charts, maps, and reports to provide solutions for users. Communicated and collaborated closely with PM, engineering, and legal partners to add value to the business, while keeping user needs at heart.

Product Designer   Jan 21 - May 22
IBM iX (São Paulo, SP)

Collaborate as a consultant with one of the largest power generators and distributors in Brazil to transition customer interaction over digital/self-service channels. Activities include:
- Tackle structural and architectural problems by thoughtfully organizing functionally into pages and workflows to meet user needs and match their mental models.
- Develop story mapping, wireframes, mockups, prototypes, and more to communicate interaction and design ideas for 20 features - user engagement increased by 42%.
- Assess the usability of tools and products, and conduct user research to make constructive suggestions for improvement, balancing user-centered, business, and engineering goals to help shape strategy.

Product Designer   Oct 20 - Mar 21
The Food Pantry (San Francisco, CA)

Redesigned the website which is more in line with the organization's image and vision. Activities include:
- Plan and execute research activities to improve discoverability and usability for users.
- Build and demonstrate high-fidelity prototypes that successfully gained buy-in from executives.

Product Development Intern   Jan 19 - Jun 19
Banco BS2 (Belo Horizonte, MG)

Work on strategic projects in the capital goods industry. Responsible for product development on app platforms, from concept to consumer, via insights from customer experiences and information technology teams.

Education

Centro Universitário de Tecnologia, Unifatec
MBA in UX Design with emphasis on UX Research
Apr 23 - Oct 24

University of California, Berkeley
User Experience and User Interface Design - UX/UI Design
Jul 20 - Feb 21

Pontifícia Universidade Católica de Minas Gerais
Industrial Engineering
Sep 16 - Dec 19

University of Alabama in Huntsville
Industrial Engineering
CAPES fellow in the Science without Borders program of the Federal Government of Brazil.
Mar 15 - Aug 16

Skills

UX Design, Interaction Design, Visual Design, User Research, Lo/Hi Fidelity Prototyping, Information Architecture, Usability Testing, Cross Platform Design
Tools: Figma, Sketch, InVision, Adobe XD, Miro, Jira

Certificates

University of Pennsylvania
Introduction to Marketing

Alabama Technology Network
Lean Six Sigma Green Belt