



# Ana Luísa Cardoso Fonseca

## UX Product Lead

Brazil-born product designer with a creative streak and a passion for all things geeky. Lived in the USA, Denmark and Canada and currently based in Schnitzel-land, Germany. I have a knack for problem-solving and delivering innovative solutions, plus I make sure to still have fun with it! ✨

Karlsruhe, DE

Portfolio:

[alcfonseca.github.io](https://alcfonseca.github.io)

LinkedIn:

[linkedin.com/in/alcfonseca](https://linkedin.com/in/alcfonseca)

Art Instagram:

[@zeroanaphase](https://@zeroanaphase)

## Work Experience

### UX Product Lead / Senior UX Design Specialist

SAP Build Process Automation, Walldorf (Germany)

January 2023 – Present

- Led a team of 12 designers to ensure the delivery of high-quality UX concepts across a diverse range of topics.
- Redesigned the product's main feature, increasing the SUS score from 62 to 86 and NPS from -11 to 33.

### UX Design Specialist

SAP Build Process Automation, Walldorf (Germany)

June 2021 – January 2023

- Led several UX initiatives and contributed to the enhancement of the Forrester rating from "Contender" to "Strong Performer".

### UX Designer Temporary Worker

SAP for Me, Walldorf (Germany)

March 2020 – April 2021

- Created design concepts for the launch of the product Beta.
- Conducted user research initiatives and facilitated design workshops.

### UX Designer Internships

Porto Alegre (Brazil)

November 2014 – June 2018

- Designed concepts end to end, creating user flows, wireframes, and prototypes.

## Education & Training

### Master in Leadership in the Creative Industries

Hochschule Darmstadt, Germany

### Bachelor in Visual Design

Federal University of Rio Grande do Sul, Brazil

### Visiting Student (Government Scholarship)

York University, Canada

## Skills & Tools

### Product Design



Figma



Adobe Xd



Sketch

### Project Organization

- Team leadership
- Workload management
- Workshop moderation
- Stakeholder management

### User Research

- Moderated studies
- Unmoderated studies
- Focus groups

### Other Skills

- **Project Management** (Jira, Confluence, Trello)
- **Agile Development** (SCRUM, Kanban)
- **Scripting** (HTML, CSS)
- **Asset Creation** (Adobe Suite)

### Trainings

- **Catalyst-Aspiring Leaders** (2-year leadership training program for outstanding talents)
- **Charge2Grow** (Career development for early talents)
- **Negotiation Foundations** (LinkedIn Learning)

### Languages

- **English** (Bilingual)
- **German** (B2 upper intermediate)
- **Portuguese** (Native)

### Interests

Watercolor illustration, playing acoustic guitar, crochet/knitting, videogames, reading, baking, gardening, game/character design