

CARLOS PALMA

Product Designer (UX / UI)

👋 My name is Carlos Palma and I am passionate about great design and user experience. I believe that the perfect user interface should not only look good, but also work well. I understand that even the most complex experiences should be simple and intuitive for users. I am skilled at collaborating with teams to deliver successful projects, features, and platform improvements.

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Experience

Senior Product Designer

Homesearch

May 2022 - Present

I joined Homesearch with the goal of making the company more user-focused and centered on user feedback. In a short amount of time, I successfully launched Homesearch's User Research Program and redesigned the component library to be more accessible and easy to use. I also delivered UI/UX improvements to the company's most-used tools, making the lives of thousands of estate agents easier on a daily basis. Additionally, I participated in the design and post-launch analysis of a new innovative tool that has the potential to change the way houses are bought in the United Kingdom.

Senior Product Designer

Plentific

Dec 2020 - May 2022

At Plentific, I worked with a team of product managers and designers to move projects from initial concepts to advanced prototypes. These prototypes showcased different user stories, scenarios, interfaces, complex flows, and edge cases. I was also involved in various stages of the development cycle to ensure that our products were built to the highest standards in terms of both design and performance.

In addition to this, I collaborated with the design team in building Plentific's design system and component library. This involved creating and organizing a comprehensive set of design guidelines and reusable components, which helped to ensure consistency and efficiency across our product development processes.

UX Designer & Junior Front-end Developer

Zoopla LTD & Property Software Group

Nov 2016 - Aug 2020

At Zoopla, I worked on a variety of projects, including both new and existing ones, at different stages of their development. My responsibilities included conducting research, creating wireframes and prototypes, designing workflows, and creating pixel-perfect designs. I also worked on email design and coding prototypes for developers to use. I collaborated with project managers to ensure that they were satisfied with my work, and with developers to ensure that the products were built to the highest standards in terms of design, responsiveness, and bug-free performance.

Web Designer & Junior Front-end Developer

Mvad - Creative marketing agency

Jun 2015 - Oct 2016

At Murphy Varley, I worked on a diverse range of web design and development projects for clients including Volkswagen Audi Group franchises and smaller web campaigns for new cars. As a web designer, I was responsible for designing and building responsive websites using HTML and CSS. Through this work, I learned the importance of balancing form and function with a strong focus on user experience. I also provided guidance to Murphy Varley on the importance of having meaningful and innovative brand values, vision, focus, work methodology, and a modern website design.

Digital Designer

Argos - Home retail group

Oct 2014 - Jun 2015

Argos is the UK's largest high street retailer online and has 740 stores nationwide. I've worked mostly on email campaigns that were sent to 8.5 million Argos email subscribers. One of my roles at Argos was also to design most of the Argos affiliate marketing material. This included all sorts of animated or static web banners that went all over the internet and several social networks. I was also involved with coding several promotional static web pages.

Information Designer & Web Designer

FIT Digital Limited

Feb 2014 - Oct 2014

I have had the opportunity to work with Nick Ridley, the founder of FIT Digital, on a number of exciting projects for companies including Intellabs, Worldbank, and Google. For Google, we worked on a project to improve the infographic creation process in Google Docs. In this role, I was responsible for designing the user experience of a tool that helped users visualize data and automatically translate it into multiple languages, breaking down language barriers. These projects have allowed me to gain valuable experience working with high-profile clients and collaborating with a talented team to deliver innovative solutions.

Education

University of the Arts London

BA Design for Graphic Communication

Sept 2011- Jul 2014

Secondary School João de Deus (Portugal)

Business Management and Economics

Sept 2008 - Jul 2011

Skills

Design

Product Design, User Interface (UI), User Experience (UX), Low/Medium/High Fidelity Designs, Accessible design, Design Systems / Components, Graphic Design (Typography, Layout, Colour, Shape, Balance, Visual Hierarchy, Proximity, Contrast, White Space) Email Design

Research

User Flows, Fullstory & Hotjar, Google Analytics, Surveys, Observation, Usability Tests, User Stories, Personas & Scenarios, Idea Generation, A/B Testing

Prototyping

Figma, InVision, Zeplin, Wireframes, Sketches, Different Design Concepts, HTML Prototyping

Collaboration

Agile Methodology, Slack, Atlassian, Jira, Eye for detail, Flexible, Open to new ideas, Problem-solving

Tools

Sketch, Figma, XD, Balsamiq, Photoshop, Illustrator, InDesign, Lightroom, Premiere Rush, PHP Storm, Github Desktop, Litmus, MailChimp, SurveyMonkey, G-Suite, Whimsical

Engineering

HTML5, CSS/SCSS, GitHub, Bitbucket, Code Reviews, Q/A, Browser Testing, Emails

Worked with but not very experient with: jQuery/Javascript, PHP, Angular JS, VUE