# ANITA CAROLINA

## UX/UI DESIGNER

*" I'm a UX/UI Designer who emphasises on user-friendly designs with stream-lined design process based on user research. Combined with my eye for design trends, I am able to come up with viable solutions which help to grow business. "*

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◉ Brussels, Belgium

## WORK EXPERIENCE

### UX/UI Designer

B12 Consulting, Louvain-la-Neuve
JULY 2021 - DEC 2021

#### PROJECTS:

- **API Restauration**: Created landing page, redesigned pages and features for ordering, implemented new colour palette, improved the UI and built the design system.

- **Hydro**: Conducted user interviews, designed a dashboard to detect water pipes' defects, illustrated the graphs and charts, performed user testing, iterated the prototype.

- **Wallonie CO$^2$ imprint calculator**: Conducted user research, defined personas and user flows, sketched wireframes and interactive prototypes for mobile and desktop.

- **Timesheet system**: Created logo and moodboard, performed user research and interviews, defined user flows and IA (information architecture), sketched 2 types of designs for comparison, performed A/B testing, analysed data and iterated the final design.

- **Cofinimmo**: Conducted user surveys and interviews, sketched wireframes, presented proposals to client, iterated designs based on received feedbacks, handed-off to developers and data-scientists.

## PORTFOLIO

My portfolio is available at : https://anita-carolina.com

I am presenting 3 projects in different industries such as payment fintech, real-estate and nutritionist consultation. I worked as a solo designer in all these 3 projects where I conducted the end-to-end process from user research until user testing.

## INTERESTS

- ☕ Trying new coffee recipes and latte-arts.
- 🫖 Pottery making usable kitchen-ware.
- 🎵 Learning new classical piano pieces.
- ✈ Travelling to new places.

## SKILLS

User-centered design
Agile UX
Interactive Prototyping
Information Architecture
User Flows
User Personas
User Research
Usability Testing
UI & Visual Design
Wireframing
Project's Presentation

## TOOLS

Adobe XD
Figma
Sketch
Google Forms
SurveyMonkey
Photoshop
UserTesting

## LANGUAGE

English (fluent)
Chinese (fluent)
French (B1 proficiency)
Indonesian (fluent)

## EDUCATION

### Career Foundry

UX/ UI Immersion, Berlin
APRIL 2020 - MAY 2021

### UCSI University

B.M. Piano Performance