

Carolina Claudino Daffara

carolcdaff@gmail.com

linkedin.com/in/carolina-claudino-daffara/

carolinacdaff.com

(778) 987-9414

SUMMARY

UX Designer with a multi-disciplinary background skilled in strategic thinking and creative problem solving. A deep curiosity for human motivation and behaviour strengthened by a Bachelor focusing on human psychology and over a decade of acting.

SKILLS

Design

Experience Mapping
Persona Creation
User Stories
Wireframe & Prototype
UI Design for
Applications and
Responsive Websites
Copywriting

Strategy

Design Thinking
Sprint Methodology
Research Techniques
Information Architecture
Heuristic Evaluation
Usability Testing
Task Flow

Tools

Sketch, Invision, Principle
Basic Understanding of:
Photoshop, HTML, Python

Languages

Portuguese
Conversational Spanish

EDUCATION

BrainStation

Diploma, User Experience Design

01/2019 – 03/2019

400+ hours covering product design cycle: research & strategy, wireframes & user testing, culminating in a high fidelity prototype of a mobile app.

University of British Columbia

Bachelor of Arts Cognitive Systems & Minor in Theatre

08/2013 – 11/2017

A multi-disciplinary undergraduate program involving: Computer Science, Linguists, Philosophy focusing on Psychology and human perception.

EXPERIENCE

Nexttext Mobile Advertising

Account Executive

04/2018 – 12/2018

- Fulfilled client needs by connecting them to NexText advertising spaces, negotiating terms of contracts that benefited all parties.
- Improved customer service skills through cold calling potential new clients.

UBC Psychophysics and Cognitive Neuroscience Lab

Student Research Assistant

02/2017 – 09/2017

- Spearheaded search for confounding variables that could disprove our thesis, and through compiling my research aided in the final results report.
- Trained new RA's to run participants ensuring informed consent and proper administration of EEG and Transcranial Direct Current Stimulation devices.

UBC Musical Theatre Troupe

Marketing and Events Coordinator, Choreographer

04/2015 – 04/2017

- Created all promotional material using Photoshop to advertise all club activities, doubling club membership compared to previous years.
- Coordinated and executed monthly fundraising events, improving interpersonal skills through attending and hosting club events.

UBC Gamma Phi Beta Sorority

Education Vice President

11/2015 – 12/2016

- Improved leadership transparency as primary liaison between the education department advisor, the 10 department officers, and 7 executive members.
- Increased chapter's academic performance by 2.5% showing initiative by creating a new system of precautionary meetings and incentives.

ACADEMIC PROJECTS

COGS 300 - Understanding and Designing Cognitive Systems

For a group project we built a Lego Mindstorm robot programmed to find its way through a maze and eventually play robotic capture the flag. The program established theoretical connection between human and machine intelligence and the consequences of discovering such connections.

CAPSTONE PROJECT - Product design

Using human centered design principles I conducted research into the problem space of happiness levels in new residents. Interview and survey answers were used to create user personas and experience maps. Insights were extrapolated into improvement opportunities and from there I conducted three rounds of user testing on low to med-fidelity wireframes. Final result was an interactive prototype for the task of connecting to like-minded residents.