

# Carolina Gradel

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## Experience

### Apple Developer Academy Intern

Apple Developer Academy | 2014 - 2015

As an intern at the Apple Developer Academy, I played a hands-on role in various aspects of the design process. Conducting usability testing, competitor analysis, heuristic evaluation, stakeholder interviews, and persona creation, I gained a comprehensive understanding of user-centric design. Additionally, I translated these insights into actionable solutions, creating wireframes and high-fidelity prototypes. Notably, I contributed to the success of the 'Fade It' app, downloaded over 2 million times, showcasing my ability to impact user engagement and product reach through effective design strategies.

### UX Designer

Akom Studio | 2018 - 2019

At Akom Studio, I crafted and tested interactive games for children. I contributed to the development of engaging and visually appealing experiences for major brands. My role focused on creating intuitive interfaces for seamless interaction, emphasizing both creativity and technical skills in crafting meaningful digital experiences for kids.

### Design Mentor

Apple Developer Academy | 2019 - 2021

Guided the professional development of over 80 students as a Design Mentor at the Apple Developer Academy in Rio de Janeiro. I focused my mentorship on usability, user-centric research, effective game design, and impactful UI/UX and branding. Demonstrated success in supervising and facilitating the successful launch of apps and games on the AppStore, contributing to the growth and proficiency of aspiring designers.

### Product Designer

C&A Fashion Tech | 2021 - Present

As a Product Designer at C&A Fashion Tech since 2022, I've significantly improved the mobile and app experience through two key projects. In the 'Measurement Guide' initiative, I successfully engaged over 1.30% (65.4k) of users with the Measurement Table, resulting in a marked decrease in return rates and enhanced online shopping confidence, as evidenced by a boosted CSAT score from 4.1 to 4.5 (Jan – Mar/23). In the 'User Review with Photos' project, I achieved a high engagement rate of approximately 40% with product reviews and a 0.03% filtering rate for reviews with photos. This initiative not only amplified image views but also raised the CSAT on the Product Display Page from 4.1 to 4.5 (Jan – Mar/23) during the measured period from June to December 2023. Throughout both projects, I applied a collaborative approach, conducting extensive user research, and usability testing, and working closely with developers and stakeholders to enhance the overall user experience at C&A Fashion Tech.

## Education

### PUC-Rio

Bachelor of Design (Digital Media) | 2013-2018

Pursuing my Bachelor's degree in Design at Puc-Rio, I engaged in a comprehensive curriculum that provided a strong foundation in various aspects of design and technology. Notably, as a participant in the Apple Developer Academy, I delved into courses focused on Design Thinking, User Experience (UX) Design, and Mobile App Development for iOS. My involvement in Prisma Game Lab exposed me to Game Design Principles, Interactive Media Design, and Usability Testing. These experiences enriched my skill set, equipping me with an understanding of digital design and fostering a passion for creating innovative user-centered solutions.

### Prisma Game Lab

Game designer and UX designer

As a member of PGL in my college years, I found a creative haven where I met like-minded individuals who shared a passion for game development. My time at Prisma Game Lab provided not only valuable insights into game design principles but also laid the foundation for collaborative projects and a shared commitment to bringing unique gaming experiences to life with my friends.

## Skills & Interests

### Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

### Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy · Data analysis · Design thinking · Design sprint

### Software

Figma · Miro · Hot jar · Google Analytics · Keynote · Illustrator · Photoshop · AfterEffects · Unity · Adobe XD · Blender

### Other Skills

Intermediate English · Fluent Portuguese · Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · 3D modeling · Narrative writing

### Interests

Creating games in Unity with friends from [Odd Nuggets](#), doing some PS2 retro 3D Modelling, horror games and movies, watching 3-hour essays on YouTube, and very casual cosplaying.

## Awards & Honors

- GDC Scholarship Award Winner (2020)
- WWDC Scholarship Award Winner (2018)
- Developer Spotlight in AppStore (2018)
- WWDC Spotlight Scholar in AppStore (2018)
- Accepted at FBStart - Facebook Program for Startups (2016)