



THE SAYO

PRODUCT & CREATIVE DESIGN



Sayonara Bittencourt

www.thesayo.com

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- **Multidisciplinary Award-Winning Designer** based in Dublin with a passion for creating accessible and seamless experiences while constantly learning something new.
 - Currently working as a **Product Designer** at Distilled on the **DoneDeal Web, Android and iOS apps**, improving the lives of buyers and sellers at Ireland's most beloved marketplaces.
 - Recognised academically with **two internationally funded scholarships**, **two awards for best research and project** and first-class honours in the TU Dublin - Creative Digital Media class of 2019.

EXPERTISE & TOOLS

- UX & UI Design
- Prototyping, Design Systems & Developer Hand-off (*Figma, Sketch, Zeplin, and Marvel App*)
- Facilitating Workshops & Mob Testing Sessions (*Miro, Google Slides and Figjam*)
- Qualitative & Quantitative Research (*Hotjar, SurveyMonkey, Google Forms, Wootric and Zendesk*)
- Branding Design & Strategy
- A/B Testing (*Google Optimise*)
- Moderated & Unmoderated Testing (*Usability Hub, Guerilla Testing and Zoom Interviews*)
- Data & Product Analysis (*Google Analytics, Firebase, Tableau and Wootric*)
- Email & Communications Design (*Figma and Mailchimp*)
- Web Design & Development (*HTML, CSS, JS and Bootstrap*)
- iOS & Android App Design
- Content Management (*Wordpress, Wix and Webflow*)
- Video Editing & Motion Graphics (*After Effects and Premiere*)
- Print Design (*Photoshop, InDesign and Illustrator*)

WORK EXPERIENCE

Jul 2021 -
Current

Distilled

Product Designer

Working alongside stakeholders, product managers, designers and developers with the goal of improving the buying & selling experiences of customers on DoneDeal. **Responsibilities involve:** User research, user testing, competitive analysis, data analysis, prototyping, product strategy, product marketing, design system management, creation of HTML/CSS assets and more.

May 2019 -
Jul 2021

Distilled

Digital Creative Designer

Creation of online and offline visual campaigns, branding guidelines, landing pages for our products and external clients, digital banners, quarterly housing & motor reports and motion graphics.

Sep 2016 -
Aug 2017

Crowe Ireland

Graphic & Digital Designer

Working alongside the Marketing manager and marketing department for internal brand guidelines, external client work on landing pages, custom illustration and printing material such as yearly hospitality reports and external billboards.

Jul 2014 -
Jul 2015

IBGE - Brazilian Institute of Geography & Statistics

Demographic Researcher

Collection of data of the residents of Greater Metropolitan area of Recife (Pernambuco, Brazil) - data included information such as age, gender, academic and professional information and more. Reporting this data back to IBGE for analysis of our population.

May 2013 -
Mar 2014

UFPE - Federal University of Pernambuco

Academic Researcher

Project: Analysing the Usability & Ergonomic aspects of digital smart boards in primary & secondary schools of Recife.

Jan 2013 -
Jul 2013

Tipograf Graphic Store

Graphic Designer

Direct contact with small businesses and individual clients for the creation of print, branding, graphic and digital media material.



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EDUCATION

- 2015 - 2019
Technological University Dublin
Bachelor of Arts (Honours) in Creative Digital Media
Subjects: UX Design, Design Thinking, Web Design, Critical Theory, Video Editing, App Design & Dev, etc.
- 2013 - 2017
UFPE - Federal University of Pernambuco
Bachelor of Arts (Honours) in Design
Subjects: Ergonomics, Packaging Design, History of Design, Design Thinking in Infographics, etc.
- 2010 - 2012
NAVE Recife
Diploma in Design for Digital Games
Subjects: UX and UI for mobile and desktop games, character design, branding and animation for games, etc.

VOLUNTEER EXPERIENCE

- Oct 2018 - Apr 2019
ALONE
Video and Human-Centered Design
Working in partnership with ALONE developing the Final Year Project on bringing awareness about older people in Ireland. Also created official video campaigns and social media material.
- Oct 2018 - Apr 2019
Friends of The Elderly
Photography and Human-Centered Design
Working in partnership with Friends of The Elderly developing the Final Year Project on bringing awareness about older people in Ireland. Also taken official photography for their social media channels.
- Oct 2018 - Dec 2018
Depaul Charity
Video Production
Responsible for creating DePaul's official Christmas campaign bringing awareness about homelessness in Ireland
- Feb 2017
Dublin International Film Festival
Graphic Design
Assistant Graphic Designer at ADIFF's marketing office. Developed material such as brochures, flyers, posters and social media material

ACADEMIC PROJECTS AND ACHIEVEMENTS

- 2018 - 2019
Government of Ireland Scholarship
Recipient of the HEA scholarship, funded to complete Bachelor's Degree at TU Dublin – Blanchardstown. **Sponsor's Website:** www.heai.ie
- 2015 - 2016
Science Without Borders Scholarship
Recipient of the CAPES Brazilian scholarship, funded for one year for the Bachelor's Degree in Ireland. **Sponsor's Website:** www.capes.gov.br
- 2014 - 2015
Ergonomic & Usability Analysis of Interactive Whiteboards in the Academic Environment
Article published on the 17th HCI - International Conference on Human-Computer Interaction
Website: www.2015.hci.international
- 2013 - 2014
Analysing the use of digital smart boards in primary education in Recife
Article Published on 7th CIDI - Information Design International Conference
Website: www.cidi2015.org

CONTACT & LINKS

Website	thesayo.com
Email	sayonarabittencourt@gmail.com
Phone	+353 083 899 3647
LinkedIn	linkedin.com/in/sayonara-bittencourt/

REFERENCES

Crowe Employer	Clodagh O'Brien <i>Contact available upon request</i>
Crowe Marketing Director	David Cairnduff <i>Contact available upon request</i>
Final Year Project Supervisor	Nicola Duffy <i>Contact available upon request</i>
Freelance Client	Sinead McPhillips <i>Contact available upon request</i>