



Sayonara Bittencourt

www.thesayo.com



- 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

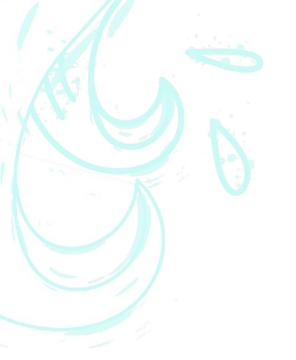
Project: Analysing the Usability & Ergonomic aspects of digital smart boards in primary & secondary schools of Recife.

Jan 2013 -Jul 2013

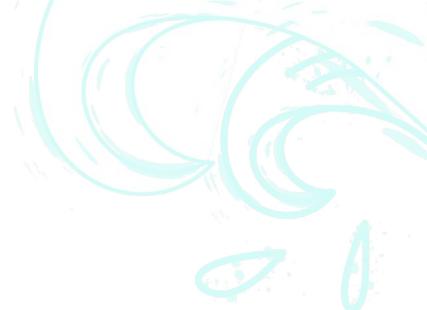
Tipograf Graphic Store

Graphic Designer

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







EDUCATION

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.

UFPE - Federal University of Pernambuco

2017 Bachelor of Arts (Honours) in Design

Subjects: Ergonomics, Packaging Design, History of Design, Design Thinking in Infographics, etc.

2010 - NAVE Recife

2012

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 - ALONE

Apr 2019 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 - Friends of The Elderly

Apr 2019 *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 - **Depaul Charity**

Dec 2018 Video Production

Responsible for creating DePaul's oicial Christmas campaign bringing awareness

about homelessness in Ireland

Feb 2017 **Dublin International Film Festival**

Graphic Design

Assistant Graphic Designer at ADIFF's marketing oice. Developed material such as brochures, flyers, posters and social media material

ACADEMIC PROJECTS AND ACHIEVEMENTS

Government of Ireland Scholarship

Recipient of the HEA scholarship, funded to complete Bachelor's Degree at TU Dublin –

Blanchardstown. Sponsor's Website: www.hea.ie

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

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

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

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REFERENCES

Crowe Clodagh O'Brien

Employer Contact available upon request

Crowe **David Cairnduff**

Marketing
Director

Contact available upon request

Final Year
Nicola Duffy

Project
Supervisor

Contact available upon request

Freelance Sinead McPhillips

Client Contact available upon request