



Hi, I am Bibi!

CONTACT

bibiana.decarli@gmail.com
Amsterdam

SKILLS

UX Research
UX Design
Facilitation
UX Strategy
Graphic Design
Interaction Design
Front-End
Data Analysis
Mentorship

SOFTWARES

Figma / Sketch / InVision
Adobe Package
Wordpress / Ghost.js
HTML / CSS / Javascript
Git / SQL / PHP
React, Next.js**

LANGUAGES

English (Professional)
Portuguese - BR (Native)

PORTFOLIO

+600 Projects
including Web Designs, Print materials, Marketing and Branding

www.bibidecarli.com

Please check my website for more information and examples.

Bibiana De Carli

PRODUCT / FULL STACK DESIGNER
UX MASTER CERTIFIED N/Ng

For the last 12 years, I aim to create efficient and valuable solutions that are aligned with user needs and business goals.

As a multi disciplinary professional, I can work in any product development stage, offering an holistic view of the whole product development spectrum.

WORK EXPERIENCE

UX/UI Designer

3+ years

Booking.com, Amsterdam

Nov/2017 -> Now

Working with millions of users on Booking website, I am responsible for the end-to-end process of creating and testing new solutions on web platforms (desktop and mobile) for customers choosing and booking accommodations through Checkout and Policies information.

In a cross-functional team with Agile environment, my work involves research, brainstorm, alignments with other roles and products, hypothesis definition, prototypes, user-testing, and Front-end implementation. Later I validate my solutions with A/B testing and analyze customers and business impact, using data to inform our next steps and iterations.

PREVIOUS EXPERIENCE

Co-Founder & Design Director

1,5 years

HIBRA Tech Solutions, Brazil

Apr/2016 -> Oct/2017

Startup focused in developing solutions for industrial field

My role was to develop our web management solution to register and analyze the tools data, including all database structure, user-interface, and code implementation (using PHP, MySQL, and HTML/Javascript).

Designer Freelancer

3,6 years

Bibis Creative Design, Brazil

Jan/2014 -> Jun/2017

Studio helping +45 clients with design, web & marketing solutions

Created integrated solutions for many clients, offering branding, design materials, web development, and social media services.

Art Director & Web Designer

3,9 years

ValeMais Comunicação, Brazil

May/2010 -> Dec/2013

Creating web and graphic materials for +350 clients

Created many design materials in a high-paced environment, including advertising campaigns, web designs, editorials, print materials, social media, and more.

Bibiana De Carli

PRODUCT / FULL STACK DESIGNER
UX MASTER CERTIFIED N/Ng

EDUCATION

UX Master

2020

Nielsen Norman Group, Amsterdam

Certified by one of the biggest brands in User-Experience, with specialisation in UX Research, Interaction Design and UX Management.

Offered through intense workshops and full-day classes (90h), including subjects like research, facilitation, lean UX, methodologies, tools, usability testing, deliverables, and brainstorm.

Digital Marketing & Social Media Specialist Degree

2014

UNOESC, Joaçaba, Brazil

Post-graduation course with 2 years duration (360h) with studies related to digital marketing, e-commerce, digital branding, and social media.

Design Multimedia Bachelor Degree

2009

UNOESC, Videira, Brazil

Graduation in Visual Communication with Multimedia specialization with 4,5 years duration (560h). Including subjects as usability, graphic design, programming, information architecture, psychology, and design.

PAPERS

Design Focused on User-Experience

2009

This research defined the use of Moodboards with an optimized User-Experience using Flow methodology, by Dr. Csikszentmihalyi and applied for design development.

Web Browser Game for Girls

2009

Through different researches in design, user-experience, interaction, psychology and games; the game design wants to attract girls for online environments, create a safe environment for girls socialize and present fun activities that can be learned with cooperation and empowerment.

ADDITIONAL COURSES

UX for Web Designers (13h)

UX Academy (online)

UX Designer (45h)

Alura Courses (online)

Javascript Developer (82h)

Alura Courses (online)

SEO Expert (22h)

Alura Courses (online)

Front-End Developer (126h)

Alura Courses (online)

Web Metrics (16h)

Sustentare Courses

AWARDS / HONORS

1st Place (Category) Booking Internal Hackathon 2018

With almost 200 teams, just 7 projects were awarded on Booking.com Internal Hackathon 2018.

All Women Edition at Booking Hackathon 2017

45 women were select around the world to create new solutions for travel experiences

V Innovation Award 2016

Sponsored by FAPESC to develop technologies and applications as Co-Founder of HIBRA Tech Solutions

Best Student in Class 2009

Award as Best Student in Design Class 2009

Highest Score at Thesis 2009

My graduation thesis 'Web Browser game for Girls' got the highest score available

Scientific Research Scholarship 2009

Scholarship by FAPESC for UX Research 'Design Focused On User-Experience'

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