

Francisca Rosa | Product Designer

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EXPERIENCE

UX Designer
BMW Group
Critical TechWorks
Feb. 2023

- Main designer for 5 projects (2 apps and 3 features) focusing on user entertainment and better driving experience, building on user centric, cutting edge technology solutions to deliver an interface that matches BMW drivers needs and company values.
- Lead discovery and user research focused on in-cabin experiences (e.g., driver state monitoring, occupant recognition, gesture interaction), using methods like contextual interviews, and data-driven behaviour mapping.
- Ensure design excellence through the exploration of different prototype scenarios to identify how android automotive can enhance driver focus, reduce distraction, and deliver context-aware experiences.
- Collaborate with technical teams to investigate state-of-the-art technologies, such as driver user natural language understanding and evaluating their application through POCs
- Advise on direction and strategy for future improvements of the Design System based on data collected from the Design Community to align teams around forward-thinking and influence long-term roadmaps.
- Support cross-functional innovation activities, including ideation workshops, user journey mapping, and scenario planning, to build shared understanding around future driver/ passenger expectations.
- Work in an Agile environment with great focus on Scrum methodologies, where designers are part of the Scrum team just as a Product Manager, Scrum Master, Developers and QA.

Product Designer
Moey! app by CA
(Bliss Applications)
Feb. 2021 - Feb 2023

- Led the UX/UI team, driving the end-to-end design and successful delivery of four major features, including a comprehensive UI revamp and the launch of new banking products such as credits and insurances, while aligning design strategy with business goals.
- Oversaw the full design lifecycle, from translating business requirements into user-centric features, crafting and iterating user flows, conducting user tests and stakeholder workshops, to managing the Design System and ensuring seamless collaboration with developers for high-quality implementation.

Product Designer
Fixo by Fidelidade
(Bliss Applications)
Feb. 2021 - Jun. 2021

- Part of the team conducting an in-depth UX audit of the checkout process, identifying pain points and usability issues to inform strategic improvements aimed at optimizing the overall user experience and conversion rates.
- Planned and conducted user testing sessions, gathering actionable insights to validate design hypotheses and guide the development of a streamlined, user-centered checkout flow.

Communication Designer
Clínica SUN
Jan. 2020 - Feb. 2021

- Developed and executed digital marketing strategies, including SEO optimization, social media management, content marketing, and inbound campaigns to boost online visibility and user engagement.
- Created and managed multimedia content, including SEO-friendly copywriting, photography, styling, and visual assets, while also designing and maintaining websites using WordPress.

OTHERS

Dark Patterns of UX/ UI
Master Thesis

Since dark patterns are becoming more recurrent, I proposed an online community that would discuss the morality of user experience and its influence.

Portion of Shares
ISBN: 978-989-54428-0-5
Jan. 2020 - Feb. 2021

Digital marketing: social media, content marketing, inbound marketing. Content creation (development of text and visual content; photography; styling). Site development on Wordpress

Certifications

AI x Design Thinking Certificate Course (EN)	IDEO U Mar. 2025
AI for Designers Certificate Course (EN)	The Interaction Design Foundation Jul. 2024
User Research - Methods & Best Practices Certificate Course (EN)	The Interaction Design Foundation Nov. 2023
Design System Specialist Certificate Course (PT)	Meiuca Mar. 2023
UX Design for e-commerce Workshop (PT)	EDIT, Lisbon Jan. 2021
UX/UI Design Professional Certificate Course (PT)	EDIT, Lisbon Mar. 2020 - Aug. 2020

Education

Communication Studies Master (ENG)	Universidade Católica Portuguesa Set. 2018 - Oct. 2021
Communication and New Media Exchange Program (ENG)	University of Macau, China Aug. 2019 - Dec. 2019
Architecture Erasmus + (ENG)	University of Bath, UK Set. 2016 - Jan. 2017
Architecture Bachelor (PT)	ISCTE-IUL Set. 2014 - Jul. 2017

SKILLS

Figma	InDesign	WordPress	Sketch Up
Sketch	Illustrator	Wix	DevOps Azure
Miro	Photoshop	Cargo Collective	Code Craft
inVision	Autocad		Confluence
Maze	Light Room		Microsoft