

Curriculum Vitae – Carlos M Saraiva

– UX Designer – Solutions Developer – M&E Analyst –

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Professional Summary

UX/UI Designer and Solutions Developer with over 20 years of expertise in system architecture, data management, and user-centered design. With a commitment to human-centered principles and responsible design, I craft solutions that balance technical precision with diverse user needs, delivering accessible, impactful systems.

In my recent role as Senior Monitoring & Evaluation Analyst, I designed and led systems that streamlined data-driven decision-making, performance management, and impact visualization to support global care reform initiatives.

Over the years, I have led complex projects across sectors such as advertising, NGOs, and education, from inception to deployment. My focus remains on designing scalable, compliant, and secure data-driven solutions, integrating platforms like Salesforce, Power BI, and SharePoint to enhance business objectives and user outcomes.

Key Skills:

- Human-Centered Design
- Systems Integration (Salesforce, Power BI, SharePoint)
- Data Integrity and Compliance
- Real-Time Reporting and UX Design

*#SolutionsArchitect #DataManagement #SystemsIntegration #UXDesign
#RealTimeReporting*

Work Experience

Senior Monitoring & Evaluation Analyst

Hope and Homes for Children | Johannesburg, South Africa

December 2021 – June 2024

Roles: Solutions Architect, Data Analyst, M&E Specialist, Systems Administrator

Led the design and management of performance and Monitoring & Evaluation (M&E) systems supporting Care Reform. Focused on secure data aggregation, privacy protocols, real-time reporting, and data validation, ensuring compliance across regional deployments. Developed solutions that prioritize child welfare and user-centered security protocols, creating intuitive, accessible systems for program managers, data capturers, and stakeholders.

#M&E #SystemsIntegration #DataSecurity #PowerBI

Responsibilities:

- Developed robust M&E systems to support data-driven decision-making for child welfare initiatives.
- Designed privacy-centric extranet solutions with advanced data integration workflows.
- Conducted training sessions to enhance data integrity and optimize system use.

Key Skills: Data Management, Systems Integration (Salesforce, SharePoint, Power BI), Compliance, Reporting Automation

Technologies: Power BI, SQL, SharePoint,

Notable Projects

Dynamic Reporting & Impact Visualization System for Care Reform

Integrated Power BI dashboards for real-time tracking, allowing evidence-based decisions and policy guidance for Care Reform. Automated data collection and custom dashboards provided tailored insights for funders and stakeholders.

Developed a comprehensive M&E system to support Care Reform initiatives, integrating impact measurement. This system aggregated data on key metrics such as family reunification and placement stability across regions, facilitating evidence-based decision-making and supporting policy guidance for Care Reform. Automated data collection workflows streamlined reporting, while custom dashboards offered actionable insights tailored to funder and stakeholder requirements.

#PerformanceManagement #ImpactAssessment #CareReform #DataIntegration

- **Skills:** M&E System Design, Data Visualization, Program Impact Measurement, Reporting Automation

- **Technologies:** Power BI, SQL, Tableau, SharePoint

Performance Management System Development and Management

Developed a robust Performance Management System with integrated toolsets to support Care Reform programs. This system leveraged Power BI for real-time KPI visualization and SharePoint document libraries for managing case data artifacts, templates, and operational documents. Enabled streamlined workflows for caseload tracking and automated reporting, centralizing case management and ensuring secure access to essential data. This structure facilitated evidence-based insights, supporting stakeholders in program assessment and aligning with compliance and data privacy standards.

#PerformanceManagement #SystemDesign #DataIntegration

#DocumentManagement #CaseloadTracking

- **Skills:** M&E System Design, Data Integration, Reporting Automation,

Document and Case Management

- **Technologies:** Power BI, SharePoint, SQL

Integrated Extranet System for Child Welfare Data Management

Developed a secure, web-based extranet to centralize child welfare data management, integrating Salesforce for data handling and WordPress for the user interface. The system featured custom web forms for real-time data input, anonymized ID generation for privacy, and automated data synchronization with Salesforce. Established a secure communication network within the extranet to facilitate stakeholder feedback, real-time data sharing, and project performance reporting, ensuring compliance with strict data privacy standards and enabling informed decision-making across teams.

#ExtranetDevelopment #DataPrivacy #DocumentManagement

#StakeholderEngagement

- **Skills:** Systems Architecture, Data Integration, UX Design, Web Form Development, Compliance, Stakeholder Communication

- **Technologies:** WordPress, PHP, MySQL, Salesforce, SharePoint, SQL, JavaScript

Social Media and Stakeholder Communication Network for Care Reform Champions

Developed a multi-platform communication network to strengthen stakeholder engagement for Care Reform initiatives, integrating social media automation, membership subscriptions, and an automated newsletter system. Established secure feedback channels and real-time reporting to enhance outreach and streamline stakeholder communication. Led training sessions for communication teams, empowering them to manage ongoing content updates and reporting independently. The system supported Care Reform Champions across Twitter, LinkedIn, Facebook, and Google Business, ensuring data integrity, compliance, and seamless updates through automated workflows.

#StakeholderEngagement #SocialMediaManagement #Membership

#NewsletterAutomation #RealTimeReporting

- **Skills:** Stakeholder Communication, Content Automation, Reporting Network Design, Membership Management, Team Training, UX Design
- **Technologies:** WordPress, SharePoint, Power BI, Social Media Platforms, Google Analytics

Salesforce and Data Management Integration

Integrated Salesforce with Power BI and SharePoint to enhance real-time KPI tracking, streamline centralized reporting, and enable actionable insights for program analysis. The integration with SharePoint facilitated data reconciliation, archival management, and automated imports, ensuring robust data accuracy. Leveraged SQL routing and Zapier automation for efficient data transfers and supported reference data in Extranet web forms for effective case tracking and management.

#SalesforceIntegration #KPITracking #DataCleaning #ExtranetManagement

- **Skills:** Data Reconciliation, Data Cleaning, Workflow Automation
- **Technologies:** Salesforce, Power BI, SharePoint, SQL, Zapier

UX / System Design Contractor

January 2018 – November 2020

Roles: UX/UI Designer, Content Manager, Security Advisor

Provided user-centered digital solutions across social impact projects, emphasizing accessibility, security, and engagement. Led projects that streamlined content management, optimized navigation, and improved compliance with security standards.

#UXDesign #ContentManagement #SystemSecurity

Responsibilities:

- Developed and managed digital platforms for user accessibility and engagement.

- Led security compliance efforts for high-stakes, high-traffic platforms.
- Enhanced CMS efficiency and UX for diverse user needs.

Notable Projects

Online Conference Platform Security for LGBTQIA+ Rights – Pan-Africa ILGA

Enhanced infrastructure for Pan-Africa ILGA's LGBTQIA+ conference platform, focusing on secure, high-traffic access and robust data protection measures to support advocacy and user privacy.

#PlatformSecurity #UserPrivacy #LGBTQIA+ #HighTraffic

Skills: Platform Security, Traffic Optimization, UX Design

Technologies: WordPress, Security Tools

University of Johannesburg Digital Support

Provided training and support to the University of Johannesburg's design team to enhance CMS platform management and automate content updates. Focused on creating a user-friendly experience to facilitate rural education outreach, improving engagement and accessibility for a diverse academic audience.

#CMSManagement #UserTraining #ContentAutomation #RuralEducation

Skills: UX Design, Content Management, Automation

Technologies: WordPress, PHP

Safety1st Digital Magazine and Newsletter Transformation

Transitioned Safety1st from a traditional print format to a dynamic digital platform, incorporating subscriber management, SEO optimization, and a newsletter feature to broaden reach and increase reader engagement. Designed pop-up signup forms and integrated Google Analytics to monitor readership and refine content strategy based on user interactions. The platform's

automated newsletter kept subscribers updated on safety protocols, regulatory updates, and best practices, positioning Safety1st as a central resource for workplace safety information across sectors.

#DigitalPublishing #SEO #SubscriberEngagement #NewsletterMarketing

Skills: Digital Publishing, Content Analytics, SEO Optimization, Subscriber Management

Technologies: WordPress, Google Analytics, Social Media Tools, Pop-up Signups

Freelance Web Developer / UX Designer

Self-Employed | July 2015 – January 2018

Roles: Web Developer, UX Designer, Digital Architect

Specialized in creating scalable, cost-effective digital platforms for entrepreneurs and small businesses across various industries, including safety management, education, e-commerce, coaching, and publishing. Leveraged open-source, low-code solutions to build user-centric platforms that aligned with business goals, ensuring long-term sustainability. Worked collaboratively with clients, developers, and designers to ensure a seamless user experience and technical reliability.

#WebDevelopment #UXDesign #ContentArchitecture

Responsibilities:

- Delivered custom web solutions optimized for user experience, engagement, and data flow.
- Designed and configured self-hosted platforms, ensuring scalability, responsiveness, and technical reliability.
- Collaborated closely with clients to define brand identity, curate photography, and develop cohesive functional design.

Notable Projects

E-Commerce and Branding Platform for an Equestrian Apple Cider Farm:

Designed and deployed a WooCommerce-based platform with an intuitive order form. Collaborated with a graphic designer to define brand identity, curated photography, developed navigation structures, and integrated social media functionality to drive seamless contact inquiries and user engagement. Ensured scalability and responsiveness to meet the needs of a growing customer base.
#TrodhamShires #EcommerceDesign #BrandIdentity #SocialMediaIntegration #ResponsiveDesign

Skills: E-commerce Development, UX Design, Brand Identity, Social Media Integration

Technologies: WooCommerce, WordPress, HTML, CSS, SEO Tools

Institute of Safety Management Platform & Membership System

Developed a content-driven web platform for the Institute of Safety Management, focusing on enhancing industry engagement and educational outreach. Integrated a membership management system to facilitate user access and collaboration.

#ContentDrivenPlatform #MembershipManagement #WorkflowOptimization #UXDesign

Skills: UX Design, Workflow Optimization, Membership Management

Technologies: WordPress, PHP, Membership Plugins

Online Community Platform for Publishing:

Created a user-focused platform with forums, newsletter subscriptions, and promotional tools to support the publishing process. Enabled active reader participation through content feedback and comments, ensuring consistent

updates on publishing milestones.

*#SamSleeman #MembershipPlatforms #NewsletterManagement
#ReaderEngagement #CommunityBuilding #UXDesign*

Skills: Community Development, UX Design, Content Sharing

Technologies: WordPress, Membership Plugins, MailPoet

Marketing and Learning Platforms for Client Engagement

Developed responsive web presence for businesses, including branding, enrollment functionality, and creative direction for a coaching service and wedding venue. Prototyped a learning platform that included quizzes, personalized learning paths, automated workflows, and newsletter integration for session updates.

*#KeyCoaching #CherCohen #CreativeDirection #BrandPromotion #SEO
#SocialMediaPresence #LearningSystems|*

Skills: UX Design, Content Strategy, Brand Identity Promotion

Technologies: WordPress, HTML, CSS, SEO Tools, MailPoet

Web Presence and Booking-Enabled Platforms:

Designed responsive, self-hosted websites for a plumbing service and therapeutic healer. Enhancing the brand presence and social media reach for each project. Implemented SEO to improve visibility, and integrated booking systems for these businesses.

#SumptuousVillage #CraigHallElectrical #BookingSystems #SEO #Branding

Skills: UX Design, Booking Management, SEO, Brand Identity

Technologies: WordPress, WooCommerce, SEO Tools, HTML, CSS

Web Operations Manager

Information Technology Solutions (ITS) | Johannesburg, South Africa

January 2006 – July 2015

Roles: Web Operations Manager, Solutions Architect, Systems Analyst

Managed custom development projects, creating workflow automation systems and corporate identity solutions for global clients like McCann Erickson and BBDO.

#WorkflowAutomation #CorporateIdentity #SolutionsArchitecture

Responsibilities:

- Developed and implemented custom workflow systems for enhanced efficiency.

- Provided business intelligence reporting for strategic insights.

- Strengthened digital branding for corporate clients.

- Key Skills:** Workflow Automation, Business Intelligence Reporting, Corporate Identity Design

- Technologies:** SharePoint, SQL, .NET, Microsoft Dynamics, HTML/CSS/Javascript/Ajax, DevExpress, Tableau,

Notable Projects

AdAgent System for Advertising Agencies

Developed AdAgent for agencies including McCann Erickson, Grey Advertising, and Network BBDO, integrating Microsoft Dynamics for ERM and consolidating job tracking, workflow automation, and document management within a scalable platform. The system improved operational efficiency across agency teams, enabling secure access, metadata-driven workflows, and seamless integration for production management and global coordination.

#AdAgent #MicrosoftDynamics #ERMIIntegration #JobTracking

#WorkflowAutomation

Skills: Workflow automation, production management, ERM integration, system architecture

Technologies: SharePoint, SQL Server, .NET, Microsoft Dynamics, Javascript/Ajax

Client-Facing Portals (Heineken, First National Bank)

Developed secure client portals with custom workflows for Heineken and First National Bank, supporting job tracking, document access, and campaign tracking. Integrated workflow automation and metadata management to improve cross-departmental collaboration, allowing agencies to manage approvals and campaign progress efficiently across various teams.

#ClientPortals #WorkflowAutomation #JobTracking #DocumentManagement

Skills: Portal development, secure document sharing, workflow integration

Technologies: SharePoint, SQL, HTML/CSS

Timesheet Tracking System

Created a cross-platform timesheet tracking system that streamlined time logging, resource allocation, and ERP integration, enhancing agency productivity and financial reporting accuracy. This system supported detailed job tracking and operational insights across advertising agencies, improving resource management with real-time data.

#TimeTracking #ERPIntegration #JobTracking #WorkflowOptimization

Skills: Workflow optimization, resource management, system architecture

Technologies: ASP.NET, SQL Server, Microsoft Dynamics

Briefing System Integration

Designed a metadata-driven briefing system to streamline client brief creation, tracking, and document management, integrating workflows to enhance cross-departmental coordination. This component, a part of AdAgent's architecture,

reinforced job tracking and client communication efficiency.

#BriefingSystem #MetadataManagement #WorkflowAutomation #JobTracking

Skills: Metadata integration, workflow automation, system architecture

Technologies: SharePoint, SQL Server, .NET

Business Intelligence Reporting for Media Owners

Built automated financial and expense reporting for media clients, providing real-time insights and comprehensive business intelligence. The system's custom workflows and dynamic reporting capabilities supported data-driven strategic decisions, integrating seamlessly with financial systems for improved efficiency.

#FinancialAnalysis #BusinessIntelligence #DataReporting #WorkflowIntegration

Skills: Reporting automation, data visualization, system architecture

Technologies: DevExpress , QlikView, and Tableau, SQL, Excel

Formal Internships: Struik Publishing & Grey Advertising

October 2004 – June 2005

Roles: Production Designer, Digital Designer, Multimedia Designer, Systems Designer

Summary: Completed as part of the University of Pretoria's graduation requirement, this internship involved key contributions to both print and digital design projects. At Struik Publishing, focused on designing and managing print materials for book catalogs aimed at book dealers, proposing workflow automation for enhanced production efficiency and brand consistency. At Grey Advertising, developed an interactive, database-driven voting system for the 'Heart of a Lion' Awards, aimed at increasing employee engagement and facilitating streamlined voting and result tracking.

*#PrintProduction #WorkflowOptimization #CatalogDesign #InteractiveDesign
#DatabaseManagement #EmployeeEngagement*

Projects:

Print Production for Data Sheets

Designed and produced layouts for book catalogs and marketing materials, facilitating engagement with book dealers. Oversaw quality control for book cover layouts and promotional data sheets to ensure branding consistency and efficient production turnaround.

#PrintProduction #MarketingTool #BrandingConsistency

•**Skills:** Print Design, Workflow Optimization, Branding Consistency, Quality Control

•**Technologies:** Adobe Creative Suite

Catalog Automation Proposal

Proposed automation for catalog production workflows to improve efficiency and reduce design turnaround, enhancing the consistency of book details presented to dealers.

#WorkflowAutomation #ProcessImprovement #CatalogDesign

•**Skills:** Workflow Automation Proposal, Process Improvement, Catalog Design

•**Technologies:** Adobe Creative Suite

Voting System for Grey Advertising's 'Heart of a Lion' Awards

Developed an interactive voting system for internal awards, featuring dynamic storage and retrieval for results. Enhanced user engagement through an intuitive interface and interactive multimedia elements.

#InteractiveDesign #DatabaseManagement #UX

•**Skills:** Multimedia Development, Database Design, User Interaction

•**Technologies:** ASP, MySQL

Freelance/Contract System Analyst

Information Technology Solutions (ITS) | 2000/01 – 2005/01

Roles: System Analyst, Solutions Designer

Designed and implemented customized solutions for major clients, focusing on system integration, time-tracking automation, and brand consistency.

Responsibilities included full project cycles, from requirements analysis to deployment, with attention to data accuracy and efficiency.

#SystemDesign #SolutionsIntegration #TimeTracking

Key Projects:

Recursive Data Structures for Network Marketing Campaigns

Initially implemented SQL-based de-duplication and data-clearing processes. Later developed recursive data structures, for network marketing, enhancing the campaign targeting and segmentation. Organizing data hierarchically to support multi-level marketing structures at for Oligvy One, for client like HTH and Nestle, improving data accuracy and reach.

#NetworkMarketing #DataStructures #SQLOptimization #Targeting

Skills: Recursive data structuring, SQL optimization, hierarchical data management

Technologies: SQL, nested sub-datasheets, database management

Ogilvy Africa Extranet

Developed a regional extranet platform for brand management, streamlining

resource access and promoting brand consistency across African offices.
#ExtranetDevelopment #BrandManagement #RegionalIntegration

•**Skills:** Extranet Design, Brand Resource Management

•**Technologies:** SharePoint, SQL

Timesheet System

Designed a time-tracking system to support accurate job billing and payroll integration, simplifying administrative workflows and improving accuracy. Initially at Ogilvy, then later at Grey.

#TimeTracking #FinancialIntegration #PayrollAutomation

•**Skills:** Time Tracking System Design, Workflow Automation

•**Technologies:** PHP, SQL, Microsoft Dynamics

Junior Designer / Technician

Grey Advertising | 1996/01 – 2000/01

Contributed to digital transformations by introducing internet services, creating digital assets, and developing systems to support internal communication and client outreach. Produced digital banners, website designs, and animations for a range of clients, enhancing digital engagement across various platforms.

#DigitalAssetManagement #ClientOutreach #UXDesign

Projects:

Client Web Design for Grey Advertising

Designed and developed websites for key clients, such as ABSA Bank and Rand Merchant Bank, strengthening brand presence through responsive and user-centered design.

#ClientWebDesign #DigitalEngagement #ResponsiveDesign

•**Skills:** Web Design, Animation, Client Communication

•**Technologies:** HTML, Flash, FrontPage

Intranet Development and Digital Newsletter

Created a digital newsletter and intranet to centralize company news, enhance internal communications, and provide a central repository for company updates.

#IntranetDevelopment #InternalCommunications #ContentOrganization

•**Skills:** Intranet Design, Information Architecture, Content Management

•**Technologies:** HTML, Microsoft FrontPage, IIS

Internet Service Introduction for Grey Advertising

Rolled out internet services for over 400 users, setting up internal communication tools and integrating digital asset management solutions.

#NetworkSetup #DigitalAssetManagement #InternalCommunication

•**Skills:** Network Setup, Digital Resource Management

•**Technologies:** IIS, HTML, Digital Communication Tools

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Academic Qualifications

University of Pretoria

ID BA (Hons) (Pret) | Bachelor of Arts (Honours) in Information Design |
Distinction in Marketing | 2001 – 2005

National School of the Arts

Matriculation | High School Certificate | Distinction in Graphic Design | 1997 –
1999