

## Contact

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## Top Skills

User Experience Design (UED)  
Software Solution Development  
Data Analytics

## Languages

Spanish (Novice) (Elementary)  
English (Proficient) (Full Professional)  
Portuguese (Intermediate) (Limited Working)  
Afrikaans (Intermediate) (Limited Working)

## Certifications

Information Design (Hons) BA (Pret)  
Train the Trainer. (Course completion certificate)  
Introduction to Working with Diversity, Equity and Inclusion - Training of Trainers

# Carlos Saraiva

UX Designer, Solutions Developer, and M&E Analyst – Offering innovation and precision

City of Johannesburg, Gauteng, South Africa

## Summary

Solutions Developer and UX/UI Designer with over 20 years of expertise in systems architecture, data management, and human-centered design. I craft scalable, secure systems that balance technical precision with diverse user needs, delivering accessible, impactful solutions. This work culminates in data visualization and reporting that support human impact through real-time insights and data-driven decision-making. Empowering human value and promoting strategic goals with responsible design.

My career has spanned global sectors—including advertising, NGOs, and education—where I have led complex projects from inception to deployment. I prioritize data security, compliance, and optimization to ensure that solutions are scalable and aligned with business goals and user needs. Recently, at Hope and Homes for Children, I developed performance, monitoring, and evaluation (M&E) systems that streamline data management with a focus on privacy and user engagement, supporting social development initiatives.

With expertise across platforms like Salesforce, Power BI, SharePoint, WordPress, and MS Dynamics, I take a results-driven approach to integrating diverse systems into cohesive, user-friendly solutions. I believe in the power of empathetic design and structured architecture to drive positive outcomes, whether in large-scale system integrations or custom solutions tailored to specific organizational needs.

### Core Competencies:

- Human-Centered Design: Designing solutions that prioritize user needs, delivering efficient and intuitive systems.
- Systems Thinking: Architecting comprehensive structures that integrate data flows, user interactions, and reporting for a seamless experience.

- **Systems Integration:** Combining multiple platforms (Salesforce, Power BI, SharePoint, WordPress, MS Dynamics) for a cohesive, holistic user experience.
- **Data Integrity & Compliance:** Ensuring that solutions meet regulatory standards for privacy and data security.
- **Real-Time Reporting & Data Visualization:** Creating actionable insights with Power BI and Tableau for impactful reporting and dashboards.

#SolutionsArchitect #DataManagement #SystemsIntegration  
#UXDesign #RealTimeReporting

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## Experience

Hope and Homes for Children

Senior Monitoring & Evaluation Analyst

December 2021 - June 2024 (2 years 7 months)

Johannesburg, Gauteng, South Africa

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

Led the design and management of performance management and M&E systems supporting Care Reform. Built data-driven, privacy-compliant systems focused on secure data aggregation, real-time reporting, and automated workflows, ensuring reliable insights for decision-making.

Key Responsibilities:

- Managed M&E systems and trained partners in data integration, enhancing data-driven program development.
- Developed stakeholder communication networks to support real-time data sharing and feedback.
- Established evidence models to measure impact, mitigate risks, and refine program strategies.
- Collaborated on proposals, monitoring indicators to support organizational strategy and child safeguarding.

Notable Projects:

### Dynamic Reporting & Impact Visualization for Care Reform

Designed a Power BI-based system for real-time impact measurement across regions, automating workflows to streamline reporting and support policy development with actionable insights.

#ImpactAssessment #DataIntegration #RealTimeReporting

- Skills: Data Visualization, Program Impact Measurement
- Technologies: Power BI, SQL, Tableau

### Performance Management & Document Management System

Built a scalable performance system integrating Power BI for KPI visualization and SharePoint for managing case data and document libraries, aligning with compliance and privacy needs.

#SystemDesign #DocumentManagement

- Skills: Data Integration, Document Management
- Technologies: Power BI, SharePoint, SQL

### Salesforce Integration & Data Cleaning for Extranet

Enhanced data accuracy by integrating Salesforce with SharePoint and automating clean data imports via SQL and Zapier, supporting reference data for effective case tracking.

#DataCleaning #SalesforceIntegration #WorkflowAutomation

- Skills: Data Reconciliation, Workflow Automation
- Technologies: Salesforce, SharePoint, SQL, Zapier

### Self Employed

#### System Analyst / UX Design Contractor

January 2018 - November 2021 (3 years 11 months)

Johannesburg / Remote

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

Provided user-centered digital solutions across social impact projects, with a focus on accessibility, security, and user engagement. Led projects that streamlined content management, enhanced UX, and improved compliance for high-traffic platforms. #UXDesign #ContentManagement #SystemSecurity

#### Responsibilities:

- Developed digital platforms that enhanced accessibility and engagement.
- Led security compliance for high-stakes, high-traffic platforms.
- Conducted team training to improve CMS efficiency and optimize ongoing use.

Skills: User-Centered Design, Platform Security, Content Management

Technologies: WordPress, PHP, CMS Tools

#### Projects:

##### Pan-Africa ILGA Conference Platform

Enhanced infrastructure for a LGBTQIA+ conference, supporting advocacy with secure, high-traffic access. Improved design and content management, helping stabilize and protect user data during large-scale online events.

#PlatformSecurity #UserPrivacy #LGBTQIA+

Skills: Platform Security, Traffic Optimization, UX Design

Technologies: WordPress, Security Tools

##### University of Johannesburg

Collaborated with UJ's design team, providing training and structure for CMS management to support rural education outreach. Improved access and engagement for diverse academic audiences, ensuring long-term sustainable use.

#CMSManagement #UserTraining #ContentAutomation

Skills: UX Design, Content Management, Site Automation

Technologies: WordPress, PHP

##### Safety1st Digital Magazine & Newsletter Transformation

Transitioned Safety1st from print to digital, incorporating subscriber management, SEO, and automated newsletters to engage readers on safety topics. Designed targeted campaigns (email, SMS, social media) for audience growth, using Google Analytics to refine strategies based on user engagement.

#DigitalPublishing #SEO #SubscriberEngagement

Skills: Digital Publishing, Analytics, Campaign Management

Technologies: WordPress, Google Analytics

#### Self-Employed

Freelance Web Developer / UX Designer

July 2015 - January 2018 (2 years 7 months)

Johannesburg Area, South Africa

Roles: Web Developer, UX Designer, Digital Architect

Developed custom websites and systems for industries like safety management, education, and e-commerce, focusing on user-centric design and effective data management. Key expertise in information architecture, brand identity, and creating scalable, interactive platforms. #WebDevelopment #UXDesign #ContentArchitecture

Responsibilities:

- Delivered custom web solutions optimized for UX and data flow.
- Streamlined content architecture for improved navigation and engagement.
- Designed data-driven platforms tailored to industry-specific needs, integrating membership, booking, and e-commerce functionalities.

Skills: Custom Web Development, Information Architecture, Data Management

Technologies: WordPress, HTML, CSS

Projects:

Online Community for Authors and Publishers

Developed a membership-based platform with forums and promotional tools, supporting authors in building an audience and enhancing content sharing.

#CommunityBuilding #MembershipPlatform #UXDesign

Skills: Community Development, UX Design, Content Sharing

Technologies: WordPress, Membership Plugins

Coaching & Marketing Platforms for Client Engagement

Built platforms for a coaching service and wedding venue, integrating booking systems, SEO, and interactive features. For the coaching service, created course content, quizzes, and personalized learning paths, while the wedding venue site emphasized SEO and social media visibility.

#UserEngagement #BookingSystem #BrandPromotion

Skills: Content Strategy, Brand Identity Promotion, Booking Management

Technologies: WordPress, SEO Tools

Institute of Safety Management Platform & Membership System

Designed a content-driven platform for industry engagement and educational outreach, integrating membership management to streamline user workflows and support professional growth.

#ContentDrivenPlatform #MembershipManagement

Skills: Workflow Optimization, Membership Management, UX Design

Technologies: WordPress, PHP

## Information Technology Solutions (Pty) Ltd

### Web Operations Manager

January 2006 - July 2015 (9 years 7 months)

Johannesburg / Bogota, Colombia

Roles: Web Operations Manager, Solutions Architect, Systems Analyst

Led custom development projects for workflow efficiency, corporate identity, and business intelligence, serving clients like McCann Erickson, Network BBDO, and Grey Advertising across multiple regions. Focused on digital branding and workflow automation to drive client satisfaction.

#WorkflowAutomation #CorporateIdentity #SystemsIntegration

#### Responsibilities:

- Spearheaded custom workflow automation systems, optimizing processes across agency teams.
- Delivered business intelligence reporting for media clients, enabling data-driven insights and financial planning.
- Enhanced digital branding through cohesive, professional design across online and offline media.

Skills: Workflow Automation, Business Intelligence Reporting, Corporate Identity Design

Technologies: SharePoint, SQL, .NET, Microsoft Dynamics, DevExpress, Tableau, HTML/CSS/JavaScript

#### Projects

##### AdAgent System

Developed for agencies including McCann Erickson and Network BBDO, integrating job tracking, workflow automation, and document management in a unified system with Microsoft Dynamics. Improved operational efficiency and streamlined data access across agency teams.

#AdAgent #ERMIIntegration #WorkflowAutomation

### Client Portals

Created secure portals for Heineken and First National Bank, integrating workflow automation for job tracking, document access, and campaign monitoring, facilitating client and agency collaboration.

#ClientPortals #JobTracking #DocumentManagement

### Timesheet Tracking System

Built a cross-platform timesheet system to streamline time logging, resource management, and ERP integration, boosting agency productivity and reporting accuracy.

#TimeTracking #ERPIntegration #ResourceManagement

### Business Intelligence

Automated financial reporting for media owners, providing real-time insights and data-driven decision support, optimizing expense analysis and reporting.

#FinancialAnalysis #BusinessIntelligence #DataReporting

### Random House Struik

Formal Internships: 2004/10 – 2005/06

December 2004 - March 2005 (4 months)

Role: Production Designer | Digital Designer (Graduation Requirement)

Completed as part of my Honours graduation requirement at the University of Pretoria, this internship at Struik Publishing involved key contributions to datasheet and catalog production for book dealers. I managed the design and quality control of datasheets and marketing materials, ensuring consistent branding. I also proposed workflow automation to enhance production efficiency, aligning with brand consistency and speed requirements.

### Key Contributions:

- **Print Production for Datasheets:** Designed and produced datasheets and marketing materials, emphasizing quality in layout, typography, and image editing to engage book dealers effectively. Oversaw proofs for quality checking and collaborated with suppliers, preparing cost estimates and managing budgets.
- **Catalog Automation Proposal:** Recommended automation solutions to streamline datasheet production, reduce turnaround times, and enhance consistency, which contributed to more efficient catalog production cycles.

Skills: Print Design, Workflow Optimization, Branding Consistency, Supplier Coordination

Technologies: Adobe Creative Suite

#PrintProduction #DatasheetDesign #WorkflowOptimization  
#CatalogAutomation

## Grey Advertising

Formal Internships: 2004/10 – 2005/06

June 2004 - December 2004 (7 months)

Role: Systems Designer | Multimedia Designer

Also completed as part of my University of Pretoria graduation requirement, this internship at Grey Advertising involved developing a data-driven voting system for the 'Heart of a Lion' Awards. This interactive system supported employee engagement and streamlined result tracking, featuring database management and secure data retrieval.

### Key Contributions:

- Voting System for Awards: Designed and implemented a web application with an SQL backend and Access database to support voting functionality. Managed dynamic data storage and retrieval for seamless result tracking. Coordinated Flash frontend development to enhance user experience.
- Interactive Design for Engagement: Focused on creating an intuitive interface and data access to support Grey Advertising's awards process, enhancing participation and transparency.

Skills: Database Design, Interactive Design, Data Management

Technologies: ASP, MySQL, Adobe Flash

#VotingSystem #InteractiveDesign #DatabaseManagement  
#EmployeeEngagement

## Information Technology Solutions (Pty) Ltd

Contract and Freelance Work: 1996/01 – 2005/01

January 2000 - December 2004 (5 years)

Johannesburg / Cape Town

Roles: System Analyst | Solutions Designer

Led system analysis and design for solutions at ITS, focusing on system integration, time-tracking automation, and Intranet's for clients including Ogilvy Africa, helping with brand consistency. Projects covered the entire lifecycle, from requirements gathering to deployment, ensuring high data accuracy and efficiency.

#### Responsibilities:

- Conducted needs analysis and developed project plans, including technical and design specifications, deployment strategies, and user testing.
- Managed client presentations and resolved technical issues, guiding Designers, Consultants, and outsourced Developers to align with project goals.
- Delivered frontline support and directed helpdesk operations, resolving escalated issues and maintaining seamless client service.

#### Projects:

Recursive Data Structures for Network Marketing Campaigns: Created data structures to enhance campaign targeting and segmentation, organizing hierarchical data for clients like Ogilvy One, HTH, and Nestle. Starting with SQL-based data-clearing processes, this evolved to support complex multi-level marketing, boosting accuracy and reach.

- Skills: Recursive Data Structuring, SQL, Hierarchical Data Management
- Technologies: SQL, Nested Sub-Datasheets

Ogilvy Africa Extranet: Developed a regional extranet for resource and brand management across African offices, promoting consistent branding and secure resource sharing for Ogilvy Africa.

- Skills: Extranet Design, Brand Resource Management
- Technologies: SharePoint, SQL

Timesheet System: Built a time-tracking system integrated with payroll, enabling accurate job billing and resource allocation. Initially for Ogilvy, then Grey Advertising, this solution improved reporting accuracy agency-wide.

- Skills: Time Tracking System Design, Workflow, Financial Integration
- Technologies: ASP, SQL, Microsoft Dynamics NNAV

#SystemDesign #SolutionsIntegration #ExtranetDevelopment #TimeTracking

## Grey Advertising

Contract and Freelance Work: 1996/01 – 2005/01

January 1996 - January 2000 (4 years 1 month)

Kathrine Street, Sandton

Roles: Junior Designer / Technician

Played a key role in Grey Advertising's digital transformation, introducing internet services, developing digital assets, and creating systems to improve internal communications and client outreach. Designed digital banners, websites, and animations for clients, boosting engagement and brand presence across multiple platforms.

#DigitalAssetManagement #ClientOutreach #UXDesign

Projects:

- Client Web Design: Designed websites for major clients like ABSA Bank and Rand Merchant Bank, focusing on responsive and user-centered design to elevate brand presence.
- Skills: Web Design, Animation, Client Communication
- Technologies: HTML, Flash, FrontPage

Intranet & Digital Newsletter Development: Built an intranet and digital newsletter to centralize news and enhance internal communications, creating a streamlined platform for information sharing.

- Skills: Intranet Design, Information Architecture, Content Management
- Technologies: HTML, Microsoft FrontPage, IIS

Internet Service Rollout: Introduced internet services for over 400 users, enhancing communication through network setup and integrating digital asset management.

- Skills: Network Setup, Digital Resource Management, IT Support
- Technologies: IIS, HTML, Digital Communication Tools

Additional Responsibilities:

- Delivered graphic and web design services, including animations, to meet diverse client needs.
- Engaged stakeholders from senior management to end-users to gather requirements and ensure alignment with project goals.

- Provided network administration, IT support, and technical diagnostics to maintain smooth operations.

#NetworkSetup #ResponsiveDesign #IntranetDevelopment  
#ContentManagement

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## Education

University of Pretoria/Universiteit van Pretoria

Bachelor's Degree, Information Design (Hons) BA (Pret) · (2001 - 2005)

National School of the Arts

Matriculation, Graphic Design, Photography · (1997 - 1999)