

# Résumé – Carlos M. Saraiva

## Experience Designer

### (UX)Design

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### Professional Summary

Experience Designer with 20+ years of expertise in integrating user-centered design (UX), systems architecture, and technology to create intuitive solutions that enhance how people interact with systems and information. I specialize in bridging the intersection of design, data, and human behavior to deliver measurable impact, ensuring usability, accessibility, and inclusivity.

Combining expertise in UX/UI design, strategic content management, workflow automation, and data-driven insights, I develop scalable, privacy-compliant systems using tools such as HTML, CSS, JavaScript, SQL, PHP, and ASP/.NET. My approach emphasizes ethical design practices, aligning technical functionality with human needs while achieving operational efficiency and compliance with industry standards.

I have successfully led projects across diverse sectors, including child welfare, education, advertising, and community-focused initiatives. By integrating branding, data visualization, and user behavior insights, I create experiences that are not only functional but also resonate deeply with users, fostering ethical, sustainable, and impactful outcomes.

#### Key Competencies:

#HumanCenteredDesign #UXDesign #SolutionsArchitecture

#BehavioralInsights #DataVisualization#WorkflowAutomation

### Career Highlights

- **Hope and Homes for Children (2021–2024):**  
Designed and implemented scalable Monitoring & Evaluation systems using Power BI and Salesforce, prioritizing real-time reporting, data security, and stakeholder usability. Delivered training programs to ensure long-term sustainability.  
#DataVisualization #M\_E #PowerBI #ImpactTracking
- **Freelance Project (2019–2024):**  
Developed an accessible registration platform for the Queer community using WordPress, emphasizing privacy, intuitive navigation, and diverse user engagement.  
#UXDesign #DataPrivacy #Accessibility
- **University of Johannesburg (2018–2020):**  
Enhanced academic outreach by optimizing CMS workflows with WordPress, automating content updates, and supporting rural education initiatives.  
#CMSSOptimization #ContentManagement #EducationDesign
- **Safety1st Digital Magazine (2015–2018):**  
Led the transition of a print magazine to a dynamic digital platform, incorporating SEO, newsletter automation, and audience analytics to boost engagement.  
#DigitalPublishing #SEO #SubscriberManagement
- **AdAgent (2007–2015):**  
Designed and implemented a production system for managing timesheets, creative briefs, and workflows, leveraging SharePoint and SQL to streamline operations and improve efficiency.  
#ProductionSystem #SharePoint #SQL #WorkflowOptimization
- **Heineken Rwanda (2006–2007):**  
Developed content management systems with SharePoint and SQL, focusing on brand consistency and internal collaboration.  
#SystemsIntegration #IntranetDesign #ContentManagement

## Professional Experience

### Senior Monitoring & Evaluation Analyst

#### Hope and Homes for Children

2021–2024 | Johannesburg, South Africa

Developed and implemented Monitoring & Evaluation systems to support child welfare initiatives, ensuring real-time reporting, data security, and usability for stakeholders.

- Created Power BI dashboards tracking KPIs like family reunifications, enabling evidence-based decision-making.
- Designed a Salesforce-integrated extranet for anonymized, secure data reporting.
- Conducted training workshops to ensure system adoption and sustainability.  
#PowerBI #DataVisualization #ImpactAssessment  
#SalesforceIntegration

### UX / System Design Contractor

2018–2020

Designed human-centered digital solutions for education and social impact projects, emphasizing usability, security, and accessibility.

- Enhanced University of Johannesburg's CMS workflows with WordPress, supporting rural education initiatives.  
#CMSoptimization #WordPress #EducationDesign
- Transitioned Safety1st magazine to a digital platform with SEO, analytics, and newsletter automation.  
#SEO #NewsletterAutomation #DigitalPublishing
- Built a membership platform for the Institute of Safety Management, automating workflows for certification approvals.  
#MembershipSystems #WorkflowAutomation #UXDesign

### Freelance Web Developer / UX Designer

2015–2018

Developed human-centered digital platforms for entrepreneurship, education, and service-based businesses. Delivered responsive, scalable web solutions emphasizing user engagement, branding, and automation.

- Enhanced the online presence of an equestrian farm including WooCommerce, combining intuitive design and branding.  
#TrodhamShires #WebPresence #WooCommerce #BrandIdentity
- Created a membership platform for an author, featuring forums, newsletters, and reader engagement tools.  
#SamSleeman #MembershipPlatforms #NewsletterManagement  
#ReaderEngagement
- Designed web solutions for a coaching business, event services, and trades companies, integrating learning systems, booking tools, and SEO for visibility.  
#KeyCoaching #SumptiousVillage #CraigHallElectrical  
#LearningSystems #BookingSystems

### Web Operations Manager

#### Information Technology Solutions (ITS)

2006–2015 | Johannesburg, South Africa

Oversaw enterprise-level system development, focusing on workflow automation and cross-platform integration.

- Developed AdAgent, a workflow platform for managing advertising campaigns with real-time reporting and document sharing.  
#WorkflowAutomation #MicrosoftDynamics #ERPIntegration
- Designed secure client portals for Heineken and First National Bank to enhance collaboration and content management.  
#ClientPortals #CollaborationSystems

### Freelance/Contract System Analyst

## **Information Technology Solutions (ITS) 2000–2005**

Designed web-based solutions for advertising clients, improving workflows and data management.

- Built a regional intranet for Ogilvy, centralizing brand assets for resource sharing.  
#IntranetDesign #WorkflowOptimization #BrandManagement
- Created a web-based timesheet system integrated with payroll and project management tools.  
#TimesheetAutomation #PayrollIntegration

## **Education**

### **Bachelor of Arts (Honours) in Information Design**

**University of Pretoria** (2001–2005)

Distinction in Marketing

### **Matriculation with Distinction in Graphic Design**

**National School of the Arts** (1997–1999)

Distinction in Design

## **Addendum: Early Experience (1996–2000)**

### **Grey Advertising**

**Roles:** Junior Designer – Technician – Apprentice

Gained foundational skills in user-centered design through hands-on work in web development, digital graphics, and internal communications.

- Designed responsive websites for clients like John Deere, prioritizing user experience and brand alignment.  
#WebDesign #ResponsiveDesign #ClientCommunication

- Created digital banners and 3D animations for corporate presentations, enhancing engagement.  
#DigitalGraphics #AdobePhotoshop
- Developed an intranet and digital newsletters, improving internal communication efficiency.  
#IntranetDevelopment #InternalCommunications

## **Key Skills and Technologies**

- **Human-Centered Design:** Accessibility, Behavioral Insights, Inclusive Systems
- **Workflow Automation:** Efficient Data Management, Reporting, Integration
- **Technical Tools:** Power BI, Salesforce, WordPress, SQL, CSS

#HumanCenteredDesign #UXDesign #WorkflowAutomation

#DataIntegration