

Email: catia@catiavala.com

Born in Luxembourg at 8 June 1985

website: catiavala.com

Phone: --- --- ---

Living in Portugal since 1994

SUMMARY

Continue to learn every day is my goal, teaching/communicate is a passion and Design in all its aspects is where I want to build my career.

Once named as a 'curious cat', when concerned to learn something new or with my own interests. Unsatisfied and picky.

The background as a product/industrial designer, helps me in the relation Human/Interface that really works making the user experience better.

SPECIALTIES / SKILLS

PROFESSIONAL

- Webdesign / Graphic Design /Product Design
- Interaction Design / UX / UCD
- HTML+Css/ Wordpress
- Mac/ Windows

PERSONAL

- Professional, Committed, Quick learner, Versatile;
- Easy smile, Positive attitude;
- Alert on news and trends (web, design, fashion, social media), Foodie, Apologist of a healthy way of life;

WORK EXPERIENCE

COMPANY **vertbaudet**

French fashion specialist for children (clothing, shoes and accessories) and mums-to-be

- **The first shop** was opened in Lille in 1996: today, there are over 40;
- **First ventures into Europe:** Great Britain (1996), followed by Portugal (1999), Spain (2005), Switzerland (2006), Belgium and Germany (2007).
- **1999:** the brand launches its website and online store.
- Vertbaudet still continues to maintain its position as an up-to-the-minute brand... active on social networks (Facebook, Google+, Pinterest) and accessible on all types of mobile devices (iPhone and iPad apps, mobile site).
- **2012:** heralds a new era in the brand's international development: the creation of vertbaudet.com.
- From now on, vertbaudet can deliver all over the world.

Scalability by all countries:

1.400.000 Page views

\$2.000.000 Estimated worth

LINKS: vertbaudet.fr, vertbaudet.com, vertbaudet.pt

Since June 2012 - current

WEBDESIGNER - International Studio (Portugal)

Roles and responsibilities

- Design and code Newsletters, online store landing pages, banners and other elements to promote the brand products, promotions and competitions – Regarding the marketing team briefs.
- Backend update content.
- Attend to AB testing in collaboration with the marketing team to reach the estimated results.

Extended to: vertbaudet.com, vertbaudet.ch, vertbaudet.es, vertbaudet.co.uk, vertbaudet.pt and laredoute.pt

Technologies

HTML+Css (8/10)	Adobe Photoshop
Java script/ JQuery (4/10)	Adobe Illustrator
	Adobe Indesign

Wordpress blog implementation and design to La Redoute – *Magazine de tendências*. [View online](#)

COMPANY **Universidade Lusófona –ISDOM (University)**

Technical Specialization course – Websites Construction & Administration at Instituto Dom Dinis – Marinha Grande , Portugal

Since January 2014 - current

TEACHER

Roles and responsibilities

Teaching Interaction Design class which is essentially focused on the User Centered Design concepts and web design process and methods.

Including:

- UX principles,
- Design strategy and layout (aims, target, tasks, user profiles – personas, wireframes, AB testing, ...).

COMPANY	Freelancer	Since 2011 - current						
<p>As freelancer I worked in some projects collaborating with some friends or small companies. Trying to always be the most professional I can and keep on mind the client needs, target and business specification. Sometimes I do it for free, to simply help a friend with my knowledge and skills</p> <p>Collaborations with:</p> <ul style="list-style-type: none"> • www.atto.pt • www.entresentidos.com 		<p>DESIGNER / WEBDESIGNER</p> <p>Roles and responsibilities</p> <ul style="list-style-type: none"> • Design and code websites, online stores, landing pages - made from scratch or using frameworks like wordpress • Design logotypes <p>Technologies</p> <table border="0"> <tr> <td>HTML+Css (8/10)</td> <td>Adobe Photoshop</td> </tr> <tr> <td>Java script/ Jquery (4/10)</td> <td>Adobe Illustrator</td> </tr> <tr> <td>Wordpress.org</td> <td>Adobe Indesign</td> </tr> </table>	HTML+Css (8/10)	Adobe Photoshop	Java script/ Jquery (4/10)	Adobe Illustrator	Wordpress.org	Adobe Indesign
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LINKS	VIEW PROJECTS ONLINE							

PAST								
COMPANY	blend & bloo (no longer exists)	March 2010 to September 2011						
<p>Two different companies but almost the same team and values. – view website</p> <p>As a design agency they were focused on:</p> <ul style="list-style-type: none"> • Increase conversion rates; • Increase sales volume; • Customer loyalty; • Improving levels of satisfaction; • Growing awareness levels. 		<p>WEBDESIGNER TRAINEE / WEBDESIGNER</p> <p>Roles and responsibilities</p> <ul style="list-style-type: none"> • Design and code websites, landing pages - made from scratch or using frameworks like wordpress. • Attend to AB testing in collaboration with developers and designers to reach the estimated results. • Backend update content. <p>Technologies</p> <table border="0"> <tr> <td>HTML+Css (8/10)</td> <td>Adobe Photoshop</td> </tr> <tr> <td>Java script/ Jquery (4/10)</td> <td>Adobe Illustrator</td> </tr> <tr> <td>Wordpress.org</td> <td>Adobe Indesign</td> </tr> </table>	HTML+Css (8/10)	Adobe Photoshop	Java script/ Jquery (4/10)	Adobe Illustrator	Wordpress.org	Adobe Indesign
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OTHER WORK EXPERIENCES	
<p>Escola Secundária de Mira de Aire – High School Teaching arts and geometry (children between 12 and 16 years old and children with special needs)</p>	<p>September 2008 to April 2009 Teacher /Manager of Arts department</p>
<p>Dimensão – Oficina do Design Interior /Product/ Industrial design</p>	<p>March to June 2006 Designer trainee</p>

EDUCATION		
2010-2011	Pedagogic Certificate (teaching qualification)	Plafoma – Consultadoria e formação – Leiria, Portugal
2008-2010	Multimedia & Web design – Technical specialization course	Instituto Politécnico de Leiria – Escola Superior de Tecnologia e Gestão / IPL-ESTG
2003-2001	Industrial/product design – Degree	Instituto Politécnico de Leiria – Escola Superior de Artes e Design / IPL-ESAD

WORKSHOPS		
2014	Social Media Marketing Strategy	EDIT. Escola de Design Interativo e Tecnologia – Lisbon
2013	Shaker – Creativity simulator	EDIT. Escola de Design Interativo e Tecnologia – Lisbon

LANGUAGES			
PORTUGUESE Native or bilingual proficiency	ENGLISH Professional working proficiency	FRENCH Elementary proficiency	SPANISH Elementary proficiency