

# Sara Coutinho

*Contract UX/UI designer and front-end developer*

Ōtautahi (Christchurch), New Zealand

 [linkedin.com/in/saracoutinho](https://www.linkedin.com/in/saracoutinho)  
 [sara@saracoutinho.co.nz](mailto:sara@saracoutinho.co.nz)  
 [saracoutinho.co.nz](http://saracoutinho.co.nz)

I'm a reliable, pragmatic person with a proven track record of taking on complex projects and moving them forward. I take pride in strategising and crafting cohesive solutions and strive to deliver high quality, long lasting results. I quickly gain a deep understanding of a business and users' needs and make extensive use of interactive prototypes to test assumptions and reduce risk. I look forward to working with companies that have a long-term vision and to help them achieve it.

## ACHIEVEMENTS

- Designed a major piece of functionality for Trimble that was extremely well received due to its ease of use. This new feature helped to seal a deal with a client before the software was officially released.
- Sole designer on a complex and very technical greenfield software project at WhereScope. The successful release of this project helped WhereScope to win several awards in the data warehousing and cloud spaces.
- Finished top of the class in recent interest-based studies while working part-time.

## PROFESSIONAL EXPERIENCE

### New Zealand

October 2012 – present

#### • Sara Coutinho

Contract UX/UI designer & front-end developer

I'm a career contractor who has worked with some of the best design agencies and software development companies in New Zealand, as well as small studios and not-for-profits.

### Christchurch, NZ

May 2021 – present

#### • Book Discussion Scheme

UX/UI designer (Freelance)

BDS is a non-profit that makes running book clubs fun and easy and supports more than 1300 book clubs in New Zealand. I've been brought in to help relaunch their existing website and act as a bridge between the marketing manager and the development team.

- Liaise with the marketing manager to establish a long-term strategy for the website and digital processes for the next three years, proposing milestones that can be achieved in an iterative way.
- Go through the existing website with a fine-tooth comb and establish a new content and information architecture, removing redundant and duplicated content.
- Create low fidelity wireframes of core pages.
- Propose and establish a visual design direction.
- Implement page elements and components in the visual website builder used by the new website.

### Christchurch, NZ

May 2021 – present

#### • Verum Group

Visualisation designer and developer (Freelance)

Verum is developing a set of deep learning techniques to identify individual birds within a species through their songs, and these techniques have been successfully applied to great spotted kiwi.

- Design and develop a custom interactive visualisation that maps kiwi calls and allows users to see how many different individual kiwi are in an area, how far they roam and who they are interacting with, as well as the ability to play and compare different kiwi calls.

Dec 2020 – Mar 2021

○ **Research assistant (Internship)**

- Go to reserves in Christchurch and Banks Peninsula and record the songs of native birds.
- Help automate the existing process; extensive use of R to compile metadata about the audio recordings, manipulate audio files and attach geographic locations to detected bird songs.
- Develop an R Shiny app that maps the recorded bird songs and provides the ability to play individual songs and see their spectrograms.

Christchurch, NZ

Jul 2020 – Dec 2020

● **TimeFiler**

Contract UI designer

- Styling of the new version of TimeFiler's time tracking desktop web app.
- CSS implementation of the new styles.

Christchurch, NZ

Jul 2019 – Dec 2020

● **Trimble (Geospatial Division)**

Contract UX/UI designer

Varied role where I was in charge of the whole design side of the geospatial portfolio. I designed a major piece of functionality for Trimble that was extremely well received due to its ease of use. The reaction of Trimble's dealers to the usability of this feature was described as "enlightening" by colleagues and helped seal a deal with a client before the official release.

- Collaborate with product owners and managers to design new major pieces of functionality for both mobile and desktop applications; analyse existing functionality to suggest usability improvements.
- Extensive use of high-fidelity interactive prototypes to test assumptions and to demo functionality to stakeholders, dealers and end-users.
- Work with the development team to determine the feasibility of proposals, and plan the rollout of new features and improvements in an iterative way.

Christchurch, NZ

Nov 2018 – present

● **The Cacophony Project**

Open-source contributor and contract UX/UI designer

Contributor to The Cacophony Project, an open-source project developing a set of technologies to control introduced mammal predators in New Zealand,

- Improvements to the web interface where thermal videos are stored, making it easier for collaborators to tag videos of mammal pests and birds for the purposes of training an AI classifier.
- Redesign of the Android app used in conjunction with the thermal cameras to accommodate its growing functionality.
- Create prototypes to test assumptions, document them and add required changes on GitHub.

Auckland, NZ

Aug 2016 – Oct 2018

● **WhereScape**

Contract digital designer

WhereScape helps organizations around the world to consolidate and access their data faster with their data warehousing software. I was heavily involved with their new cloud based product and was single-handedly responsible for the whole UX/UI of the project. The result is a product that generated sales and has helped WhereScape win several awards.

- Help managers to scope and define original business requirements; take these requirements and translate them into actionable designs.
- Create high fidelity prototypes that were used to test early assumptions with the team and stakeholders.
- Document requirements, design decisions and prototypes; these documents were shared with the team to create a better understanding of the project.
- Create stylesheets and oversee the general UI development.

Auckland, NZ  
Nov 2012 – Aug 2016

- **Mixed roles** - Contract digital designer and front-end developer

Several short- and longer-term contracts for design studios, software development shops, advertising agencies and personal clients. I worked with Digital Arts Network (DAN), Designworks, Satellite Media, Propellerhead and Draft FCB for clients such as AA Insurance, NZ Post, Vodafone and MINI.

London, UK  
Jul 2009 – Jun 2012

- **Mixed roles** - Digital and web designer

Design and build multiple commercial and educational websites.

## EDUCATION

---

Lincoln, New Zealand  
Feb 2019 – Jun 2020

### Lincoln University

Diploma in Applied Science

Aveiro, Portugal  
Sep 2006 – Jul 2009

### Universidade de Aveiro

Bachelor of New Communication Technologies (Multimedia)

Aveiro, Portugal  
Sep 2005 – Jul 2006

### Universidade de Aveiro

Bachelor of Design (completion of the first year)

## SKILLS

---

### Software & Tools

- Extensive experience using **Axure RP Pro**, **Figma** and **Adobe XD** to create interfaces and interactive prototypes for desktop, mobile and the web (responsive).
- Daily user of the **Adobe** Creative Suite, particularly **Photoshop**, **Illustrator** and **XD**. Occasional user of **Audition** and **Animate** (Flash).
- Use of **IntelliJ** and occasionally **Visual Studio** as the IDEs of choice.
- Work with both **Windows** and **Mac OS**.
- Familiar with the **Atlassian** suite of products: **JIRA**, **Confluence**, **Bitbucket**.

### Technologies & Programming Languages

- Standard web technologies – **HTML5**, **CSS3**, **JavaScript**.
- **Twitter bootstrap** and **Material Design**, CSS preprocessors (**SASS**, **LESS**) and JavaScript libraries and frameworks such as **jQuery**, **D3.js**, **Leaflet**, **React** and **Vue.js**.
- **R**, **RStudio**, R packages and **R Shiny** to clean, manipulate and present data.
- **ArcGIS Pro**, **ArcPy** and **Python** for mapping, geospatial analysis and data manipulation.
- Version control tools such as **git** and **GitHub**.
- Most importantly, I'm a **quick learner** and can easily get up to scratch with a given technology stack being used on a project.

### Soft skills

- **Curious** person who's able to think **critically** and **logically**, while at the same time looking at a problem from a **creative, outside the box** perspective.
- **Liaise** with and **listen** to different team members – managers, developers, marketers – to understand their **needs** and the needs of a project.
- Blend in with a multitude of **teams** while at same time being able to **self-manage**.
- Ability to have a **laugh**.

## LANGUAGES

---

**English** (Full professional proficiency); **Portuguese** (Native); **Spanish, French, Latin** (Beginner)