

# Sara Coutinho

## Freelance digital designer and front-end developer

Ōtautahi (Christchurch), New Zealand

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I'm a reliable, pragmatic person who is able to tackle complex projects and help move them forward. I'm motivated to do things the right way the first time – as a matter of principle – and strive to deliver high quality, long lasting results. I'm currently based in Christchurch but available for remote work or short term contracts all over New Zealand – get in touch to discuss what you have on the go and I'll be more than happy to spend time with you and your team to discuss requirements and get familiar with your project(s).

### PROFESSIONAL EXPERIENCE

Christchurch, NZ  
October 2012 – present

#### Sara Coutinho Contract Digital Designer & Front-end Developer

I've contracted for some of the best design agencies and software development companies in New Zealand, as well as small studios. The roles ranged from pure design to development only – and, often, a mixture of both. See below for a detailed breakdown of the projects, responsibilities and clients involved.

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 the new WhereScape Automation with Streaming product. Responsibilities included:

- Helping with scope and defining original business requirements.
- Taking business requirements and translating them into actionable designs.
- Creating high fidelity prototypes that were used to test early assumptions with team members and stakeholders.
- Documenting requirements, design decisions and prototypes; these documents were shared with the team to create a better understanding of the project.
- Creating stylesheets and overseeing the general UI development.

Coromandel, NZ  
Apr 2014 – present

#### The Dos Prompt Director, <fancy title>

The company I'm half of, currently developing a cross-platform software for image compression.

Auckland, NZ  
Feb 2014 – Apr 2014

#### Digital Arts Network (DAN) ♦ Contract Front-end Developer

Continuous website improvement and website experience optimisation for AA Insurance, with a focus on front-end development. Responsible for the set up of A/B tests and implementing changes on the website.

Aug 2013 – Feb 2014

#### Designworks ♦ Contract Digital Designer and Front-end Developer

Part of the team designing and producing a bespoke personal entertainment system user interface. Creation of a multitude of screens for different devices and screen resolutions, such as iPads, touch screens and handheld devices. Responsible for the build of the HTML5 iPad prototype that was used to demo its functionality, and which served as a reference for the native developers.

Jun 2013 – Jul 2013

#### Propellerhead ♦ Contract Front-end Developer

JavaScript handy-woman on the YouPost website, a digital mailbox system by NZ Post where users can manage e-bills and mail.

Feb 2013 – Apr 2013

#### Satellite Media ♦ Contract Front-end Developer

Wireframing and UX design of an admin system for an internal content delivery network. Front-end development of Urbis Designday website. Updates on the Powerade website and social media pages for the upcoming Powerade Challenge.

## PROFESSIONAL EXPERIENCE (cont)

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### Auckland, NZ

Nov 2012 – Feb 2013

#### **Draft FCB** ♦ Contract Digital Designer

Design and build of several pieces of campaign work for Vodafone, MINI and Greggs. Design and front-end build of the Two Hands Bread mobile website as part of their rebranding campaign.

### London, UK

Nov 2011 – Jun 2012

#### **FRS London** ♦ Contract Web Designer & Developer

Development of several websites, working both on the front-end and back-end sides through the Umbraco CMS. Focus on the information architecture of the CMS, ensuring that potential user errors were minimised and providing a more intuitive experience for content editors.

May 2011 – Oct 2011

#### **EdComs** ♦ Digital Designer

Responsible for the design and build of educational resources encompassing several websites and email marketing campaigns, as well as brochures/print material.

Jul 2009 – May 2011

#### **Alpine Interactive** ♦ Web Designer

Development of several pitches and proofs of concept involving Augmented Reality, Papervision 3D and Multitouch in Flash, as well as web apps on the early days of the iPad 1. Design and build of several websites using the Umbraco CMS.

Business analysis of a financial advice/investment website, providing extensive documentation defining the possible user flows, the website structure and a complex set of wireframes specifying the content of each page.

## EDUCATION

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### Aveiro, Portugal

Sep 2006 – Jul 2009

#### **Universidade de Aveiro**

##### Bachelor of New Communication Technologies

Communication and Multimedia degree providing a wide range of digital skills:

- Multimedia production, ergonomics and human-machine interaction.
- Web design and development, digital art, audio and video editing.
- System administration, computer networking and database design.
- Project management.

### Aveiro, Portugal

Sep 2005 – Jul 2006

#### **Universidade de Aveiro**

##### Bachelor of Design

Completion of the first year of a design degree. Changed to the New Communications Technologies' degree as it was more digital oriented.

## SKILLS

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### Software & Production tools

- Daily user of the Adobe Creative Suite, particularly Photoshop, Illustrator, Fireworks and Animate (Flash).
- Extensive experience using Axure RP Pro for the creation of interactive prototypes.
- 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, CSS preprocessors (SASS, LESS) and JavaScript libraries such as React and jQuery.
- Version control tools such as git and SVN.
- Most importantly, I'm a quick learner and can easily get up to scratch with a given technology stack being used on a project.

## PROJECTS

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### WhereScape Automation with Streaming

#### WhereScape

WhereScape Automation with Streaming is the new addition to the WhereScape software suite, allowing customers to collect data from multiple sources, manipulate it and store it in their destinations of choice. I worked closely with the product owner and product manager in the initial stages of defining scope and business requirements. I also created quick prototypes in order to test assumptions with team members, define the information architecture and visualize how the product could look. Once the development was under way, I made the necessary changes to the source code in order to guarantee the consistency of look and feel and tone and voice of the application. After the initial product release, feedback from early adopters was incorporated into the product and changes were made while working closely with the product manager.



### AA Insurance

#### DAN

AA Insurance is one of the biggest insurance providers in New Zealand. The team I worked with was responsible for their website and ongoing experience optimisation. Theories on how the conversion rate could be increased were proposed, selected, and tested. The theories and test results were backed-up by analytics data and results from multi-variate tests (A/B) set up in Optimizely. Both structural changes and content changes were tested, as well as temporary campaigns, so the outcomes could be applied to future campaigns.



### Inflight Entertainment

#### Designworks

Inflight Entertainment is a bespoke personal entertainment system. I was enlisted to help the design team with the design of the user interface. This was a long and complex project, involving the creation of a multitude of screens for different devices such as iPads, touch screens and handheld devices. As part of the user interface design process I created an HTML5 iPad prototype of the system, that was used to demo its functionality and served as a reference for the native developers in terms of transitions and visual feedback.



### YouPost

#### Propellerhead

YouPost is a digital mailbox system developed by New Zealand Post, where users can receive, sort and store digital mail, pay bills, and store important documents online. I was brought in to help the team with the modification and creation of new templates for the web app, built using Backbone.js and Mustache.

## LANGUAGES

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**English** (Fluent)  
**Portuguese** (Native)  
**Spanish** (Beginner)

**French** (Beginner)  
**Latin** (Beginner)

## ADDITIONAL INFORMATION

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I often go down Wikipedia rabbit holes from which I emerge three hours later with a vast knowledge of the most random subjects – Russian tsars, earth homes, shibboleths, to name a few.