

Ana Carolina Bernardo

Principal Product Designer
Linkedin | Portfolio | anamobe@gmail.com

I turn complex, messy problem spaces into clear direction and well-crafted products people actually want to use. 10+ years across consultancy and in-house roles at BT, Sky, Nando's, Levi's, Equifax, and NielsenQ/GfK, spanning research, service design, interaction and visual design, and systems thinking.

I'm at my best when the brief is ambiguous. I find what others miss and sweat the visual details, because in complex products great craft is what makes complexity disappear. I use AI across my work, in research, concept work and building. I've built a few websites and small applications.

Experience

Product Design Consultant Freelance, Jan 2026 - Present

Currently working as an independent Product and Service Design consultant focused on UX strategy and AI-assisted web development.

I recently completed a Master's in Graphic Design, with a final project rebranding Renfe, Spain's national rail service, covering full brand and visual identity.

Design Manager NielsenQ/GfK, May 2024 - Dec 2025

Principal Designer and team lead across multiple products in a decentralised, fast-changing org.

- Delivered the MVP of a self-service help suite in under 6 months, validated through usability testing, improving workflow efficiency ~30% and reduction of support tickets by 84%
- Led research and design strategy for phase 1 of a combined FMCG and T&D platform, through to delivery
- Introduced UX Scrum and a UX PI Planning process, embedding design in product planning rather than reactive to it
- Managed and mentored up to 7 designers, supporting 2 through promotions

Principal Product Designer GfK, May 2022 - May 2024

Led design across a portfolio of internal tools in the Data Factory unit, through the GfK/NielsenIQ merger.

- Scaled design system adoption from 1 team to 5, partnering with engineering to standardise components and reduce duplication
- Mapped the full data pipeline across 4 business units into a Service Blueprint, used as a key reference during the merger
- Led modernisation of the Data Warehouse suite through research and iterative design, reducing process time ~20%

Senior UX Consultant Red Badger, London Jul 2019 - Dec 2021

Digital transformation for Nando's, Levi's, Equifax, and Sky, across consumer apps, enterprise tooling, and service design. Line managed 2 designers and ran the RB Design School, teaching design thinking to non-designers.

- Designed a go-to-market platform for Levi's: MVP in 9 weeks, 15+ features over 8 months, 100 users globally, contributing to a 3-year engagement
- Led discovery for an Equifax anti-fraud SaaS platform: 18+ interviews, personas, journey maps, and a service blueprint
- Designed Nando's Order at Table app and order management portal, leading research, service blueprinting, and prototyping across customer and employee experience
- Redesigned the Nando's digital menu across app and web, increasing online orders

Lead Design Instructor General Assembly, London & Remote Jun 2016 - Jul 2024

- Taught 100+ UX and Visual Design classes to audiences up to 100
- Mentored students through final projects and career transitions into UX

Product Designer British Telecom, London, Jun 2018 - Jul 2019

Redesigned the MyBT App (iOS/Android) and designed a parental control feature for BT's mesh system.

Product Designer Kurt Geiger, London, Mar 2017 - Jun 2018

End-to-end UX for an in-store employee app managing online orders and click & collect, research through handoff.

UX/UI Designer Stafford Long & Partners, Nov 2016 - Mar 2017

Designed a fashion product management tool, a Barclays apprenticeship site and a winning law-firm pitch.

UX / UI Designer Utelier, Apr 2016 - Sep 2016

Designed the MVP for a SaaS platform for fashion production management.

Skills

User Research · Usability Testing · Workshop Facilitation · Service Blueprints · Journey Mapping · Stakeholder Management · UI Design · Brand Design · Prototyping · Design Systems · Design Ops · Coaching · Systems Thinking

Tools

Figma · Adobe Suite · Claude Code · Midjourney · Perplexity · ComfyUi · Lovable · Great Question · Dovetail · Maze · Framer · MIRO · Jira · Github

Education

MA Graphic Design Shifta by Elisava

BA Digital Media Universidade Lusófona