



# BARBARA PORADA

## SKILLS

User Research, User Journeys  
+ Flows, Data Analysis,  
Storyboarding, UI Design,  
Service Design, Wireframing,  
Rapid Prototyping, Iterative  
Design, Creative Facilitation,  
Co-Creation, Context  
Mapping

## TOOLS + SOFTWARE

HTML, CSS, Sketch,  
Axure, Invision, Proto.  
io, Omnigraffle, Balsamiq,  
Adobe Analytics, Creative  
Suite, Microsoft Office, Revit,  
Lumion, Rhino, 3DS Max,  
Sketchup, AutoCAD

## NATIONALITY + LANGUAGE

**USA + EU CITIZEN**

**NATIVE** English, Polish

**ADVANCED** Spanish

**BASIC** Italian

## PORTFOLIO

[BPORADA.COM](http://BPORADA.COM)

+44 7577 171162  
[B1PORADA@GMAIL.COM](mailto:B1PORADA@GMAIL.COM)

## WORK EXPERIENCE

### UX DESIGNER - Centrica

Jan 2019 - Present

London, UK

Working with the Moving Home Team to continuously monitor and improve the performance of multiple user journeys in an agile way. Compiled user case studies using Qeryz and Adobe Analytics research to understand points of drop-out, conversion and retention. Designed and led multiple user testing sessions, making recommendations for product improvement and prototyping those changes iteratively in Axure and Sketch.

### JUNIOR ARCHITECT - Mithun Architects

July 2014 - July 2016

Seattle, USA

Worked in a 6 person team on a residential block for the Spring District in Bellevue, USA from Conceptual Design to Construction Documents. Daily tasks included 3D modeling in Revit, creating architectural drawings and renders, compiling team presentations and communicating with external engineers, city authorities and the client.

### CONTRIBUTING EDITOR - ArchDaily.com

Jan 2013 - Dec 2013

Wrote 94 news articles focusing on relevant architecture and urban planning projects, trends, concepts and events. Translated articles from Spanish to English. Communicated directly with prominent architects, planners and design professionals for original press releases and media.

## EDUCATION

### MSC DESIGN FOR INTERACTION

Sep 2016 - Aug 2018

Delft University of Technology, Netherlands

Masters Thesis Topic: "Using the Urban Designer Perspective to Structure & Evaluate Citizen Participation in Urban Projects" with U\_CODE, an EU Horizon 2020 Project

Grade: 8 / 10

### UX DESIGN COURSE

Feb - May 2015

General Assembly, Seattle, USA

3 month training program for working professionals introducing core principles, processes and tools of UX.

### BS ARCHITECTURE + Global Sustainability Minor 2010 - 2014

University of Virginia, USA

Final GPA: 3.52 / 4.0