

Clara Dalbera

Product Designer

I innovate complex systems, using design as a catalyst for large scale change.

Work Experience

Product Designer Citymapper (December 2018 - Present)

- I am currently focused on the improvement of the core features of the customer app, in close collaboration with a product manager and Citymapper's founder.
- I also own a significant part of the user research within the design team, which consists of facilitating and reporting on daily calls with users as well as running weekly guerilla testing sessions.
- I am involved from the discovery phase, to UX and UI designs, all the way to handover and product QA.

UX/UI Designer Future Platforms (July 2017 - December 2018)

- I owned the design process of the First Bus account, while shaping the company's user research process and expertise.
- I supervised or participated in more than 10 user research briefs, including focus groups, lab usability testing, digital surveys, guerrilla testing, diary study, closed beta release.
- I was instrumental in the migration of a ticketing app by helping define the UK-wide user base, and supervised a staggered release strategy.

UX/UI Designer Glance Creative (July 2016 - July 2017)

MA Graduation Project Royal College of Art 2016

For this project, I undertook the roles of UX/UI designer and design researcher. I designed the flag of the Calais refugee camp, in close collaboration with the migrants, by creating a mobile website allowing them to design their submissions.

Street fundraiser for AIDES and Doctor Without Borders (NGOs)

ONG Conseil
June-August 2009-2011

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Education

Product Design MA 'Design As Catalyst' platform

2014 - 2016

Royal College of Art

London, UK

Industrial Design Bachelor

2010 - 2014

Ecal, University of Art and Design,
Lausanne, Switzerland

Skills

Sketch, Adobe Creative Suite,
Marvel, Invision, Google Apps,
Zeplin, Figma, Principle

Project leading, user research
strategy, usability testing,
product QA

Interests

Criminal investigation processes,
systemic analysis, theatre, travel