

GABRIELA COTOSCK

User Experience Designer with a technical background

EXPERIENCE

Booking.com, Amsterdam, Netherlands — UX Designer

SEPTEMBER 2017 - PRESENT

Leading the design vision end-to-end for Room Upgrades, optimising room inventory by matching business and user needs (guests and hotels).

Aligning design strategy with product roadmap and technical constraints.
Running Usability Tests and User Interviews to gather qualitative data.
Designing UI and prototyping. A/B testing to measure impact and conversion.

Collaborating with Developers, PMs, COs, Copywriters and User Researchers.

Facilitating brainstorms, critique sessions and workshops, coordinating Design Sprints across teams, and coaching colleagues. Planning and giving Design Thinking training to Product Managers, PMMs, Developers and Designers.

Constant Commerce, London, UK — UX/UI Designer

APRIL 2016 - MARCH 2017

Improved and designed distributed commerce solutions for major retailers.

Documented UX and UI guidelines, created Wireframes and Prototypes on Marvel, InVision and Axure (for high complexity interactive prototypes).

Planned, organised and facilitated Design Workshops for Seniors and VP.

Freelance, Netherlands — UX Designer

JULY 2015 - MARCH 2016

Cablato (Programmatic Creative Ad Platform - 3 months contract): Designed a complex CMS and Ad-Builder Dashboard. Worked side-by-side with developers, while aligning with CTO and CEO. Created wireframes, prototyped and documented the UX process with user stories and flows.

Arboretum Oudenbosch (a botanical garden in the Netherlands): created a proposal for a simple and intuitive website redesign, improving usability and information architecture to increase visitors and sponsors.

EDUCATION

Interaction Design Specialisation — 2015 - 2016

University of California, San Diego via **Coursera**

Computer Science — 2007 - 2011

Universidade Federal de São Paulo, Brazil

CONTACT

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SKILLS

Interaction Design
Prototyping
User Research
Usability Testing
User Interviews
Wireframing
UI Design
Competitor Analysis
Journey Mapping
User Flows
HTML & CSS

TOOLS

Figma, Sketch, Framer, Axure RP, InVision, Balsamiq, Marvel, Adobe XD, Adobe Creative Suite

LANGUAGES

Portuguese - Native proficiency

English - Fluent proficiency

Dutch - Working proficiency

INTERESTS

Music, Travel, Games, Movies, Books, Hackathons (*runner-up Women in Tech hackathon at Booking.com*)

ORGANISATIONS

Ladies that UX - former organiser (**Amsterdam**) and volunteer (**London**)