

# CARLA SARLI

## ABOUT ME

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12/1-9 O'Connor St  
Brunswick East, VIC (3057)

Argentinian/Italian

carlasarli.com

## COMPETENCES

Human-Centred Design

Visual Design

Service Design

Qualitative Research

Design Thinking

Working in cross-functional teams

Project Management

Workshop Facilitation

Semiotics

Mentoring

HTML & CSS

## LANGUAGES

SPANISH - Native speaker

ENGLISH - IELTS 8/9

ITALIAN - Advanced

FRENCH - Advanced

Currently studying German.

## WORK EXPERIENCE

### OUR VERY OWN PTY LTD

MELBOURNE (AUSTRALIA)

**Senior Experience Designer** - Full time

22 OCT 2018 - PRESENT

- Translate concepts into wireframes and mockups that lead to intuitive user experiences for our clients.
- Design and deliver wireframes, user stories, user journeys, and mockups optimised for a wide range of devices and interfaces.
- Help co-facilitate client workshops and get involved in real problem-solving.
- Help stakeholders make strategic design and user-experience decisions related to core and new functions and features.
- Take a human-centred design approach and rapidly test and iterate designs.
- Collaborate with other team members and stakeholders.
- Take smart risks and champion new ideas.

I work as an internal consultant with two of OVO's key clients: EnergyAustralia (2019-2021) and NAB (2021 - present)

### INSITUM (now FJORD - Accenture Interactive)

BUENOS AIRES (ARGENTINA) & MEXICO CITY (MEXICO)

**Project Leader & Service Design Argentina Lead** - Full time

2 MAR 2015 - 28 MAR 2018

- Plan and lead projects for various industries in Argentina, Mexico, and Colombia.
- Apply methodologies and tools for innovation, such as Design Thinking.
- Carry out field research and analysis.
- Conduct semi-structured interviews and contextual field visits.
- Identify findings, trends, and patterns in user behaviours.
- Fuel ideation in workshops.
- Conceptualise, prototype and define solutions and strategic recommendations.
- Develop content and deliverables, including infographics for explaining processes, mockups for products, wireframes and layouts for digital products.
- Design field materials (interview guides, supporting materials).
- Follow up recruitment activities.
- Interact with clients and prospects to generate new business opportunities.
- Bring clients along in the design journey, educating them about usability, user-centred values and innovation.

I worked as an external consultant for Facebook (now Meta), PepsiCo, Bayer, AB InBev, DirecTV, Shire, The Coca-Cola Company, Golden Arches, Millicom, and AbbVie.

### FACULTAD DE ARQUITECTURA, DISEÑO Y URBANISMO, UBA<sup>1</sup>

BUENOS AIRES (ARGENTINA)

15 AUG 2007 - 28 FEB 2018

**Teacher (Theory of Communications Course & Typography Course)** - Part time

- Personally responsible for leading university tutorials to a group of +90 students per year and for creating and grading written and oral exams.
- Author of several lecture articles to support students' bibliography.

**PUBLISHED ARTICLES**

FEB 2021

Infographics as an Artifact. Concepts, Techniques and Resolution Strategies Used in the Innovation of the Infographic Production of the Newspaper *Clarín* (1995-2001)  
In V. Devalle (Ed.), *Thinking Design* (pp. 253-290). Buenos Aires, Argentina: Ediciones Infinito

NOV 2020

The Social Studies of Science and Technology as Theoretical - Methodological Tools for Analysing Design Processes. Presentation of a Case  
34th Research Conference SI+Tools and Procedures: Instrument and Method

AUG 2019

On How Modern Typographic Design Slips Through *Clarín's* Redesign and Infographics - A Review on 60 Years of History  
InfoDesign - Revista Brasileira De Design Da Informação, 16(2), 210–227

AUG 2017

The Problem of Designing in Complexity: Methodologies and Their Theoretical Contributions  
Master in Communication Design

APR 2016

Art and Technique, or Design  
Master in Communication Design

SEP 2014

Innovation in Design and Technology in the Context of the Actor-Network Theory  
28th Research Conference SI+RED: Collective Construction, Networks And Joint Links In Research

SEP 2012

Analysis of the 2011 *Frente Para la Victoria* (FPV)'s Presidential Campaign  
10th Conference of the IAVS (International Association for Visual Semiotics)

**UBACYT RESEARCH PROJECT & UIU<sup>2</sup>**

BUENOS AIRES (ARGENTINA)

**Researcher - Part time**

1 AUG 2011 - PRESENT

- I work alongside sociologists and designers to study the emergence and consolidation of design as disciplines during the last two decades in Buenos Aires, Argentina.
- Responsible for studying the reasons behind the innovation in infographic language led by Argentinian newspaper *Clarín* during the 90's decade, which resulted in the establishment of infographics in journalism in Argentina.
- Guest speaker in the presentations of ongoing research's preliminary results and in a class at the University of São Paulo (Brazil) (September 2020).

**MARCA, DISEÑO ESTRATÉGICO**

BUENOS AIRES (ARGENTINA)

**Graphic & Web Designer - Part time**

4 APR 2011 - 28 NOV 2014

- Responsible for leading projects in the areas of branding and web design.
  - Packaging design.
  - Website information architecture and layout design.
  - Brand manuals design.
  - Ad Campaign Development.
- Clients included Sullair, YPF, and MoRPH.

**FREELANCE DESIGNER**

BUENOS AIRES (ARGENTINA)

**Graphic & Web Designer - Part time**

5 JAN 2009 - 27 FEB 2015

- Responsible for leading projects in the areas of branding and web design.
- Website information architecture and layout design
- Editorial design.

**EDUCATION****MASTER IN COMMUNICATION DESIGN**

FACULTAD DE ARQUITECTURA, DISEÑO Y URBANISMO, UBA

12 AUG 2013 - 5 AUG 2015

Master Thesis: *Argentinian Infographic Journalism: The Beginnings of Information Visualisation in Clarín Newspaper During the 90s*  
Specialisation: *On the Difficulties of User Interface Pattern Language Configuration.*

**GRAPHIC DESIGN DEGREE**

FACULTAD DE ARQUITECTURA, DISEÑO Y URBANISMO, UBA

28 MAR 2005 - 7 FEB 2011

**BACHILLER**

COLEGIO NACIONAL DE BUENOS AIRES, UBA

30 MAR 2000 - 19 NOV 2004

2 - The UIU (Ibero-American Union of Universities) is a consortium of universities that links teams from the Complutense University of Madrid (UCM), the University of Barcelona (UB), the University of São Paulo (USP) and the University of Buenos Aires (UBA), with the collaboration of a researcher from the University of Aveiro (UA).