

SUMMARY OF QUALIFICATIONS

- ⇒ Feedback-driven professional experienced in creating products for outstanding user experience through software and interactive media such as apps and websites using Figma, Adobe XD, Adobe Creative Suite, Sketch and InVision as tools
- ⇒ Demonstrated ability of low and high-fidelity user interface elements, wireframes and prototyping
- ⇒ Skilled in applying and analyzing usability heuristics for existing products, and desk research methods such as benchmarking and synchronic analysis.
- ⇒ Solid ability to communicate both verbally and in writing to articulate design ideas and capable of designing PowerPoint presentations for different audiences

TECHNICAL SKILLS

UI Design, UX Strategy, UX Research, Experience Mapping, UX Writing, Figma, Adobe XD, User Heuristics, Analysis, Briefing, Benchmark, User Interview, Quantitative and Qualitative Research, User's Flow, Golden Path, Wireframes, Styleguide, Accessibility, Accessible Design, WCAG, Typography, Buttons, Forms, Visual hierarchy, Prototyping.

RELEVANT WORK EXPERIENCE

Banzi Design Studio - Brazil **Jun 2022 - Current**

UX/UI Designer (Remote) - Freelancer

- Designing digital solutions following the client's briefing
- Conducting benchmarking and desk research to optimize the usability of existing websites
- Assuring the quality and consistency of the User Interface on web platforms

Hypedocs - Canada **Jan 2023 - Jul 2023**

UX/UI Designer - Volunteer (Remote)

- Created and implemented accessible, user-friendly and innovative experiences
- Designed and prototyped ideas in low, medium and high fidelity, as well as constructed and implemented the design system and its components
- Actively involved in defining the design strategy for the product assisting the CEO with pivoting the company strategy from a B2C to a B2B operation

Monadd - UK **Jan 2023 - Mar 2023**

UX Designer - Web UX/UI Quality Assurance - Volunteer (Remote)

- Supported the company in the discovery of usability issues to the best practices of UX design
- Tested and improved the usability of the company's web app
- Assured the web UI quality on the company's web app according to usability heuristics and WCAG

RL Design - Brazil **Mar 2021 - Jan 2023**

UX/UI Designer (Remote)

- Analyzed and applied Usability Heuristics, optimizing applications to improve usability and create the best user experience
- Designed, prototyped and tested responsive and adaptive desktop designs with UI features and tools, such as icons, tabs, menus, search boxes, page layouts and widgets

- Liaised with product managers and the development team to gather requirements from users for designing ideas ensuring design consistency across all platforms and products frequently refining design language
- Conducted UX research and led user interviews, identifying and mapping improvement to implement required solutions

Casa Miga - Brazil

Sep 2021 - Jan 2022

UX Designer (Remote) - Volunteer

- Supported the UX team in the discovery, design, user experience testing, and documentation
- Converted project requirements and user stories into solid sitemaps, user flows, wireframes, and prototypes

OTHER WORK EXPERIENCE

Toronto Business College - Canada

Jun 2023 - Current

Administrative Assistant

Loblaw - Canada

Nov 2022 - Jun 2023

Grocery Clerk (Part-time)

Aviation Security Office - Brazilian Air Force

Jan 2020 - Jun 2022

Administrative Assitant | Aviation Security Advisor

RELEVANT PROJECTS

GG.Deals

Oct 2022

UX Designer

- Suggested improvements according to the findings of the accessibility analysis of the existing website, applying WCAG (Web Content Accessibility Guidelines) to the design minimizing design deficiencies assuring the appropriate colour contrast and general content annotations (focus behaviour, alternative text and component interaction documentation) for keyboard and screen reader users

G1 Portal

Jun 2022

UX/UI Designer

- Analyzed through UX design optics the elements from the g1 website and articles, indicating improvements to overall user experiences, and optimizing the website usability by minimizing design deficiencies.
- Associated digital design existing to design principles to identify accuracy and developed wireframes with suggestions for improvement from findings

+Psico

Apr 2022

Product Designer

- Worked in an agile structure to design a mobile APP to make psychology support more accessible during the pandemic, collaborating remotely in a multidisciplinary team through the end-to-end design process from Desk Research, Benchmarking and Quantitative/ Qualitative research and analysis, Construction of Personas and User's Journey, Solution Alternatives, Wireframes, Lo-fi and Hi-fi Prototypes until the Usability Tests.

EDUCATION

Postgraduate Certificate in Digital Media Communication and Marketing

Estacio de Sa University | 2020

Professional Training Program in UX, UI and Product Design

UX Unicorn | 2022

Bachelor in Advertising (Advertising Production)

Federal Institute of Science and Technology | 2017