ANGELA FARIA

UX DESIGNER

CONTACTS

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CERTIFICATIONS

UX-PM level 2: Execution
UX Alliance - April 2024

WAI0.1x: Introduction to Web Accessibility
W3Cx- 2024

Accessible Design: The Basics
A11Y Collective - 2024

Accessibility: How to Design for All
Interaction Design Foundation - 2023
Member 154939

EDUCATION

- **UX/UI DESIGN COURSE- 2022**
Viseu Youth + Digital Program (Level 5 QRQ)

- **BACHELOR DEGREE - 2014**
Social Communication and Multimedia Education - IPLeiria (Level 6 QRQ)

LANGUAGES

- Portuguese (Native)
- English (C1)
- Spanish (A2)

EXPERIENCE

UX DESIGNER

Hes-inovação SaaS Company || DEC 2022 - JUN 2024

Responsible for overseeing the user experience and end-to-end design of different projects and clients collaborating in a fast paced Agile and Scrum environment.

Main responsabilities: Accessibility and inclusion Design; Conducting user research; Creating user personas; Stakeholders management and interviewing; Information architecture; Wireframe and prototyping; Lead generation and communication improvement; Collaboration and coordination.

Top Clients I worked with: Fundação Altice, Montepio Bank and Atlantidabag

Highlighted projects:

- **HABIL App:** Collaborating with Fundação Altice, I developed an educational game app specifically designed for children with Neurodevelopmental Disorders such as autism and ADHD. From the ground up, I crafted digital experiences that prioritize accessibility and inclusion. The goal? To make a positive impact on the lives of these special-needs children.

- **AtlantidaBag Website:** My work with AtlantidaBag, a major Portuguese company specializing in customized sustainable packaging, was transformative. They have notable clients like Benfica, Porto (big football teams), and influencers such as Vanessa Martins and Margarida Corceira. By refining product concepts, I achieved a remarkable 130% increase in lead generation and significantly improved communication within the customer-company relationship.

UX DESIGNER AND COMMUNICATION SPECIALIST
Tropiprime Lda || SEPT 2021 - MAR 2022

- Performed A/B testing on landing pages and websites to uncover the best design hypothesis
- Matched research learnings with business goals
- Analyzed quantitative data through tools like Google Analytics
- This resulted in a 40% increase in leads and happier clients
- Stakeholders management

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UX DESIGNER

TOOLS/SOFTWARE

- Figma
- Adobe XD
- SQL
- HTML,
- CSS
- Javascript
- React native
- Jira
- Google Analytics
- Adobe Photoshop
- Adobe Illustrator

UX SKILLS

- Accessibility design
- Stakeholders interviewing
- Design thinking
- Wireframing
- Prototyping
- Information architecture
- Quantitative and qualitative research
- User flows
- UX audit

SOFT SKILLS

- Problem solving
- Communicative
- Teamwork
- Organized
- Attention to the details

EXPERIENCE

WEBDESIGNER AND FRONTEND

Freelancer || JAN 2016 - JUL 2021

As freelancer I worked in fields such as: e-commerce, sport, beauty, accounting, car industry and b2b.

- Conducted in-depth market research including surveys and generate actionable insights on trends and patterns across different markets
- Created personas through research evidence to help facilitate the design process and inform future prototyping
- Present research findings and insights to stakeholders
- Development of responsive and adaptive interfaces with focus on user experience
- Designed and implemented landingpages and websites for lead generation
- Continuous measurement and analysis of analytics and behavioral data using tools like Google Analytics and Hotjar
- Experienced with agile work environments and integrating into Scrum teams