

# ANGELA FARIA

## UX DESIGNER

### CONTACTS

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- **Portfolio:** <https://angela-ux-designer.vercel.app/>

### EDUCATION

- **Pos-graduate course - Present**  
Design and Web Usability - Politécnico de Coimbra
- **UX/UI course - 2022**  
Viseu Youth + Digital Program (Level 5 QRQ)
- **Bachelor degree - 2014**  
Communication and Media - IPLeiria (Level 6 QRQ)

### UX SKILLS

- Accessibility design
- User research
- Stakeholders interviewing
- Design thinking
- User flows
- Usability
- Journey mapping
- Wireframing
- Prototyping
- Mockups
- Personas
- Information architecture
- UX audit
- Interaction design
- User-centered design

### PROFESSIONAL SUMMARY

UX Designer with +5 years in user research, usability and information architecture. Proven track record in UX strategies for companies like Altice Foundation, Montepio Bank and Atlantidabag, delivering high-impact, user-centered solutions that drive engagement and resonate with diverse audiences. Seeking for UX role where I can leverage with accessibility, user research and user journey.

### WORK EXPERIENCE

#### UX Designer

HES Inovação - IT and SaaS Company

DEC 2022- JUN 2024

- Redesigned the user onboarding experience for a SaaS product, increasing user rates
- Implemented an e-commerce platform, resulting in a 70% increase in product discoverability and sales. Also boosted lead generation and greatly improved communication between customers and the company.
- Conducted user interviews and surveys to gather insights on user needs, enhancing the product design process by incorporating real user feedback.
- Integrated accessibility guidelines into the design process to ensure compliance with WCAG standards leading to more inclusive and accessible user experiences for all audiences.
- Collaborated with cross-functional teams, including developers, product managers, and marketers, in an Agile environment to translate user needs into clear and actionable design specifications, enhancing alignment across departments and accelerating project delivery timelines through Scrum methodologies.
- Developed wireframes, prototypes, user journeys and user flows tools as Figma and Miro to communicate design ideas and iterate on concepts resulting in a streamlined user experience from onboarding to task completion.
- Mentored junior designers on best practices in UX/UI and interaction design to elevate team knowledge and contribute to overall project success.

#### Product Designer and Communication Specialist

Tropiprime Lda

SEPT 2021- MAR 2022

- Implemented A/B testing on key design elements to evaluate user preferences and behavior which informed data-driven design decisions and improved conversion rates.
- Conducted heuristic evaluations and competitive analyses to identify usability issues in existing products which led to actionable recommendations for design improvements.
- Utilized analytics tools like Google Analytics and Hotjar to track user behavior and engagement metrics which provided valuable insights for optimizing design strategies.
- Collaborated with marketing teams to create user-centric promotional materials and landing pages that effectively communicated product benefits and drove user acquisition.

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## UX DESIGNER

### TOOLS/SOFTWARE

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

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### CERTIFICATES/COURSES

- **UX-PM level 2: Execution**  
UX Alliance - April 2024
- **UX Research: Impact and Value Methods**  
The Started - 2024
- **WAI0.1x: Introduction to Web Accessibility**  
W3Cx- 2024
- **Accessible Design**  
A11Y Collective - 2024
- **Data Driven Design: Quantitative Research for UX**  
Interaction Design Foundation - 2023

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### LANGUAGES

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

### WORK EXPERIENCE

#### Product designer and frontend

##### Freelance

JAN 2016- JUL 2021

- Presented UX findings and design proposals to stakeholders and executives to advocate for design improvements which supported data-driven decision making.
- Conducted in-depth market research, researched user personas and behavioral patterns to inform the development of personalized experiences resulting in higher user engagement and satisfaction.
- Design more intuitive information architecture, improving navigation flow, resulting an increasing content engagement, seamless and intuitive user experience.
- Simplified complex workflows through user journey mapping and task analysis to enhance navigation and task efficiency leading to reduced user friction and time-on-task.
- Created responsive and accessible UI components for a mobile-first app, boosting mobile user engagement