

Danusa Cardoso

29-year-old Advertising graduate, tech enthusiast, working as a Product Designer and freelance illustrator.

UX Case: [Website Redesign Azion](#)

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PAST WORK

Azion, Tech Company — *Senior Product Designer*

DECEMBER 2020 TO SEPTEMBER 2023

Azion is a SaaS company, and a prominent player in the global edge computing solutions market, offering services for international brands and a lot of BR portals, including clients like Agibank, Caixa, Netshoes, Exame, and more. My responsibilities include:

- Conducting a style guide and redesign for the institutional website.
- Implemented and monitored heatmaps, utilizing insights to inform strategic decision-making and optimize user experiences.
- Managing and continually improving the website interface for various content teams, including the documentation team.
- Collaborating internationally on campaigns with US copywriters.
- Designing templates for landing pages, e-books, and digital campaigns.
- Developing and maintaining the brandbook, ensuring the standardization of presentations and email flows.

Judiciário Exponencial, Consultancy — *Sr. Designer*

FEBRUARY 2019 TO MARCH 2020

- Designing user interfaces for event apps.
- Defining and maintaining the visual identity of the brand.
- Crafting visual content for social networks and commercial presentations.

Toca da Bruxa Pizzeria, Franchise — *Sr. Designer Freelance*

DECEMBER 2019 TO MARCH 2020

- Formulating visual strategies for franchises in RS.
- Establishing and evolving visual identities on social networks.
- Managing social media platforms.
- Implementing interactive filters on Instagram.
- Conducting photography and filming for stores, products, and

SKILLS

UI/UX

Prototyping

Web Design

Art direction

Illustration

Inbound Marketing

LANGUAGES

Fluent English

SOFTWARES

Figma

Framer

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Corel Draw

Spark AR

events.

Inédita, Digital Agency — *Web Designer*

SEPTEMBER 2016 TO MARCH 2018

- Led campaign development and produced diverse printed and digital materials.
- Crafted impactful catalogs, POS materials, landing pages, and ebooks.
- Designed layouts for institutional websites, landing page applications, ensuring user engagement.
- Created key visuals and illustrations aligned with brand objectives.
- Collaborated with a varied portfolio of brands, including Móveis do Bem, Caverna do Dino/Barriga Verde, Geguton, Wikihaus, Estrela Franquias, and RZ Turismo.
- Applied UI/UX principles for improved website and application usability.

PUCRS, Museum of Science and Technology — *Designer*

AUGUST 2014 TO JANUARY 2016

While at PUCRS Museum, I contributed to the visual programming sector, generating illustrations for the Museum's exhibitions, content for social media, and designing pieces for the MCT's internal and external spaces.

Escala, Advertising Agency — *Art Director*

AUGUST 2013 TO JUNE 2014

While at Escala, I was involved in creating campaigns for various clients, including Zero Hora, Diário Gaúcho, Colégio Anchieta, Unisinos, Unimed, Pompéia, and Hospital Moinhos de Vento. My work encompassed collaborating with significant brands, necessitating continuous refinement of art direction techniques to incorporate new trends and skills into artistic pieces.

ACADEMIC

PUCRS/FAMECOS, Porto Alegre – *Social communication, publicity and advertisement*

2010 - 2016

Alura, Course – *Figma: Interface Components*

28/03/2021 - 03/04/2021

Alurae, Course – *UI Patterns: usability in mobile interfaces*

28/03/2021 - 03/04/2021