Marina Jorge User Experience Designer (UX/UI)



linkedin.com/in/m-jorge | behance.net/m-jorge | marinaalexandra@hotmail.com | (+351) 91 270 11 63 | Lisbon - Portugal

Dec 2023 -Present

UX/UI Designer | Quallie.Ai - UK Software development | Remote

Compiled existing research identifying key problems and touchpoints. Performed heuristic evaluation on the initial version. Worked daily with the founders and briefly with a freelance Senior Designer to enhance usability. Prototyped the onboarding process and redesigned all pages. Implemented strategies to effectively communicate the platform's value, such as maintaining visual consistency in colours, typography, icons, buttons and menus.

Main achievements:

- Developed brand guidelines and a component library using Figma.
- Successfully launched the 3rd version of the software.

Recognised as employee of the month (April) for excellent performance.

Jun 2024 Green Digital Skills Certification | INCO Academy

Learned about terms and tools for evaluating the impact of digital design, and specific strategies for making products and services more environmentally friendly.

UX Research workshop | EDIT. - Disruptive Digital School Jun 2024

Study of research processes, dimensions, and methods applied to UX research plans.

Mar 2023 -Aug 2023

UX Design Certification | EDIT. - Disruptive Digital School | Onsite - Lisbon

Earned a User Experience & Interface Design certification through 200 hours of theoretical and practical instruction. Completed three group projects and a 360° Digital Campaign for L'Oréal Paris Portugal.

Oct 2020 -Aug 2023

Educational Assistant | Sacred Heart of Mary College | Onsite - Lisbon

Catholic private school of the Global RSHM network with 19 schools in several countries. Provide care and promote positive, inclusive growth for children aged 6 to 9. Support children in developing autonomy and provide guidance during mealtimes. Assist with supervision and first aid during playtime.

Main achievement:

 Managed the checking of children's authorizations and departures for one year, ensuring safety and compliance.

Oct 2014 -Mar 2020

Graphic Designer | Cerfoto - Photography & ceramics | Onsite - Lisbon

Small business focused on ceramic printing and customized photoceramic. Created stationery including business cards, flyers, christmas cards and product catalogues. Supported brand registration and promoted the brand at external events. Retouched and colorized digital photographs, preparing final art for print. Provided customer support.

Main achievement:

 Increased client conversion by 25% and improved product and service accessibility through the design of the main catalogue.

2019	FCE - First Certification in English Level B1 Cambridge, Lisbon
2014	Master Degree Graphic Design (ESAD) School of Art and Design, Caldas da Rainha, Portugal
2011	Bachelor Degree Art & Design (ESEB) School of Education, Bragança, Portugal Awarded the merit scholarship for exceptional performance.