Lara S. da Luz
UI Designer

Able to work in EU

Open to relocate

Open to remote roles

Open to IEFP works/interships

id : 8116928

📞 +351 934714040

✉️ larasilveiraluz2021@gmail.com

📍 Coimbra, Portugal

in LinkedIn

Bē Portfolio

Hard Skills

- UI Design
- UX Design
- Graphic Design
- Prototype
- Personas
- Wireframing
- Iconography
- Mock-up
- Brand Design
- User flow
- Illustration

Soft Skills

- Communication
- Empathetic view on users
- Creative thinking
- Team work
- Self - motivated
- Attention to details
- Organized

Tools

- Figma
- Adobe Illustrator
- Adobe InDesign
- HTML/CSS/JavaScript
- Adobe Premiere Pro
- Adobe After Effects
- Microsoft 365

Education

Oct 2023 - July 2024

UI Design Program

CareerFoundry

Sep 2020 - Sep 2023

Graduation in Graphic Design & Multimedia

University of Coimbra

Languages

Portuguese - Native

English - Professional Level

About Me

As a UI Designer with a background in illustration and graphic design, and experience in iconography, research, and wireframing. I strive for the perfect balance of aesthetics and usability, adding value to your ideas and with empathetic view on users. With my collaboration and communication skills, I am flexible and capable of delivering superior design work.

UI/UX Projects

GoCamino
Feb 2024 - April 2024
CareerFoundry

UI/UX Design - Project View

A location-based website that helps future pilgrims plan and not get lost in their path with maps and information about all their possibilities.

- **Competitive Analysis** and **Interviews** to find the main difficulties around the topic
- **Wireframing** and **Usability Testing** to start the design and find the best solutions
- **Personas** and **User Flow** to define the main design goals
- **Attention to details** so the project is consistent

Down to earth
June 2024 - July 2024
CareerFoundry

UI Design - Project View

A finance management app that provides essential tools to track past expenses, plan future expenses, and manage investments and savings for financial peace.

- Based in the **User Stories** a personal research on finance applications, created a **User Flow** to guide my design choices
- **User testing** with the wireframes to analyze main mistakes
- **Brand design** is minimalistic and delicate, to bring peace and clearness to the user's mind
- **Mockups** to showcase the final design
- **Empathetic view** and **organization** with the complex information within the app

The Tome
May 2024 - June 2024
CareerFoundry

UI/UX Design - Project View

Most Dungeons & Dragons (D&D) players struggle with creating a character from scratch. The Tome app assists users in creating and managing characters, and is compatible with both iOS and Android platforms.

- Created **3 main usabilities** for the app based on my research
- Studied main differences between **IOs** and **Android** design rules
- **Iconography** - I designed all the icons of the app
- **Prototyped** all the process
- **Creative thinking** around the brand identity

Experience

Website for data management
June 2023 - July 2023
Rilix Company

UI Design - Project View

The company needed a website to manage better their orders and replace their old tracking system.

- **Communicated** with stakeholders to understand their needs and show my **design thinking**
- Worked with the **developers** to proper design accordingly to their capacity

ADHD Stories for Children
Oct 2023 - Dec 2023

Illustration - Project View

- Created a **concise illustration** style to communicate the story with an **empathetic view**