

---

## LIVIA ORSINI TAFFO

---

UI/UX Designer

e-mail: [liviataffo@gmail.com](mailto:liviataffo@gmail.com) | Phone: +351 919 650 734

Portfolio: [liviataffo.com](http://liviataffo.com) | in: [linkedin.com/in/Taffo](https://www.linkedin.com/in/Taffo)

Location: Lisbon District, Portugal

---

## PROFESSIONAL EXPERIENCE

---

### UI/UX Designer, WZP Solutions

2018

- Design prototypes in Sketch, InVision or Principle to fulfil my tasks inserted on Agile Project Management Software like Asana, Jira or ActiveCollab.
- Create lo and hi-fidelity wireframes.
- Company webpages templates are designed using my HTML and CSS skills.
- Build and deliver the developer's request to ensure all design will be followed and
- work closely with the developer to implement designs and maintain pixel-perfection.
- Realize usability tests.
- Actively participate in meetings with all team to evolve ideas for next Ads campaigns creating personas and storytelling's.

### Head of Marketing, Paris 6 Bistro

2016 – 2017

- Responsible for overall Paris 6 communication strategy in Brazil and U.S. (Miami)
- Drove creative campaigns, developed internal and external communications, led to offline/online media to improve market share and business growth
- Enhanced brand awareness in Brazil, including the majority of states where the brand Bistro is not present, through Social Media
- Overseeing internal annual budget
- Communicating effectively across all stakeholder levels enabled the company to obtain a bigger variety of strategic partnerships
- Overseeing management and delivery of multiple simultaneous strategic projects. Prioritizing and organizing work with demonstrated multi-tasking abilities
- Team Management (5 reports)

### Marketing Manager, Paris 6 Bistro

2012 – 2016

- Developed and Implemented the Marketing department. Achieved excellent relationship building skills
- Implemented, supplied and analyzed internal annual budget
- Responsible for maximizing value proposition for current and future clients through Social Medias (Client-direct relationships). Built a social media base of over 1million followers by successfully implementing creative campaigns: Consumer promotions, digital coupons, graphic advertisements. Cultivating, growing media attention and client interest

- Developed, implemented of Ad campaigns (Google AdWords and Facebook Ads)
- Responsible for created, tested and implemented UX and UI (user experience and user interface) to launch Paris 6 APP and the responsive website. Implemented Google Analytics to track consumer behavior and built reports
- Established contracts standards and set as a default for all partnerships, optimizing the time of the team
- Implemented “All in One” process for completely marketing archives stay on the same server reducing the searching time of the team
- Implemented satisfaction researches with customers
- Led managed training to operational staff. Built effective working relationships with internal employees which facilitated due diligence and information sharing
- Team Management (2 reports)

**Coordinator and Graphic Designer, CgiKFIComputer Graphic Images      2008 – 2012**

- Responsible for New accounts management: Cyrela, Trisul, Brookfield, JHSF, among others
- Project coordination and development
- Layout development in 2D
- Team Management (15 reports)

**Leader Writer and Digital Designer, Território da Música      2004 – 2008**

- Content development for sites of the portal
- Illustration, art and image processing using the following programs
- Writer – authorial texts about new music CDs and DVDs on the Market

**Graphic Designer, M.Officer      2003**

- Creation, development and finalization for offline media
- Print development for the textile department

## **EDUCATION**

---

ESPM, São Paulo, BR, **Master in Marketing**, 2016

EADA, Barcelona, ES, International Program ESPM, **Marketing**, 2016

ANHEMBI MORUMBI UNIVERSITY, São Paulo, BR, Bachelor's Degree in **Digital Design**, 2005

## **PROFESSIONAL DEVELOPMENT**

---

ESPM, São Paulo, BR, **Leading Coach**: Developing and valuing talent, 2015

ESPM, São Paulo, BR, **Time Management**, 2015

## **TECHINICAL SKILLS**

---

Sketch, InVision, Photoshop, Principle, Illustrator, InDesign  
HTML and CSS Skills

## **LANGUAGES**

---

Portuguese, native (C2)  
English, advanced (C1)  
French, elementary (A2)