



# ANNA FERNANDES

## UX DESIGNER | UI ENGINEER

### EXPERIENCE

#### Senior Product Designer

OMELETE COMPANY | Entertainment Technology Company  
nov. 2021 – until now

- Research and design of new features for the news websites Omelete and The Enemy, based on user needs and product metrics.
- User research and prototyping of the new website for the event CCXP, focussing on making a scalable product.
- Planning for a new layout of the gaming website The Enemy, based on ux metrics and user research, with a special look for scalable technologies.

#### Senior UX/UI Designer

ITERATIVE | Software Factory  
aug. 2021 – oct. 2021

- Mapping and analysis of the backoffice tool of the client Yamí.
- Survey with stakeholders and users, building personas, user's journey and empathy map, prototyping and layout.

#### Frontend Developer

LAMI | Medical website  
jul. 2021 – ago. 2021

- Study, plan and implement the web application design system together with the design team;
- Code a components library using npm, reactjs, styled-components and storybook;
- Testing the components library in a nextjs web application.

#### Senior Product Designer/UI Engineer

MEDROOM | Virtual reality company for medical education  
oct. 2020 – jul. 2021

- Prototyping and final layout of new products and product updates.
- Front-end development using Reactjs and Typescript, with data integration in API REST.
- Creation and maintenance of the storybook with the style guide and the web platform components.

#### Designer | Webdesigner

RBS GROUP | Second largest media conglomerate in Brazil  
feb. 2015 – oct. 2019

- Development of websites for special reports and responsive interactive material for the GaúchaZH website.
- Development of graphics for data visualization, published on the site GaúchaZH and in the newspapers Zero Hora and Diário Gaúcho.
- Layout of daily newspapers, image processing and creation of vectors and infographics for print and for the website.

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### EDUCATION

PUCRS (Pontifical Catholic University of Rio Grande do Sul)  
Master's degree in Social Communication  
2022 - 2024

SANTA MARCELINA COLLEGE  
Master's degree in Fashion  
2010 - 2012

PUCRS (Pontifical Catholic University of Rio Grande do Sul)  
Bacharel's degree in Journalism  
2005 - 2013

### LANGUAGES

English – advanced  
Spanish – basic

### AWARDS

3rd place in the Livre.jor of Jornalismo-Mosca Award  
oct. 2019

Journalist of the year | Grupo RBS  
nov. 2016

Newspaper report | Grupo RBS  
nov. 2016

Printed Publication (Newspaper) | 27th Set Universitário  
sep. 2014

### SKILLS

Adobe | Illustrator,  
Indesign, Photoshop, XD,  
After Effects

Figma | Invision

Html | Css

Wordpress | PHP

Javascript | Typescript

ReactJs | VueJS | NodeJs