



ANA PAULA BRASILEIRO

**Visual & UI
Designer**

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ABOUT ME

Visual and UI Designer with a background in Business and Fashion Design. The experiences obtained by my previous roles led me to explore users and customers interactions and finally Visual and UI design. More recently I have worked on freelance Visual Design projects which helped me to expand my knowledge in the area. I am now looking for a role that allows me to further develop my Visual and UI design skills and apply them to projects that are intuitive, aesthetically pleasing, technically refined and delightful to interact.

EXPERIENCE

DESIGN AND IMPLEMENTATION SPECIALIST / CUSTOMER SUPPORT EXECUTIVE

Valutrades LTD

Jan 2018 - Aug 2019 - Present, London

- Review and evaluate of the company systems (website, intranet and other subsystems)
- Propose and design solutions to improve customer experience
- Introduce the employee advocacy platform to increase company exposure in social media
- Ensure timely and robust delivery of new services and product features

FREELANCE GRAPHIC AND VISUAL DESIGNER

Recanto Infantil Pinduca (Nursery School)

Dez 2018 - Present, Brazil

- Create designs, concepts, sample layouts and communication material for varied media formats such as email, website and social media
- Redesign of the company's branding including logo, marketing and website

FREELANCE GRAPHIC AND VISUAL DESIGNER

Silvery Store - www.silverystore.com

May 2020 - Jul 2020, London / Portugal

- Develop the company's branding guidelines and material design including logo, color palette, typography, among others.
- Build the website using the Wix platform adhering to the branding guidelines
- Social media design

FREELANCE GRAPHIC AND VISUAL DESIGNER

Alma És - www.alma-es.com

Jun 2018 - Apr 2019, London

- Create the company's identity including branding guidelines and material design
- Develop the website using HTML and CSS (Bootstrap)

PANEL SUPPORT COORDINATOR

Kantar Group (Lightspeed Research)

Jan 2018 - Dec 2018, London

- Attend, follow up and resolve complaints and questions from panel members, staff and third parties
- Translate and proofread texts in portuguese and english
- Detect fraudulent behaviour to ensure high-quality level of research data
- Carry out personal performance measurement, monitoring and evaluation to improve efficiencies
- Communicate solutions, successes and opportunities to the Support Team Director

CUSTOMER SUPPORT ASSISTANT

MSBB Money LTD

Aug 2017 - Jan 2018, London

- Provide online and phone support to customers
- Analyse and document customer transactions
- Manage customer accounts
- Handle complaints and liaising with partners

FASHION DESIGNER

Green Attitude Compagnie S.A.S

Jul 2011 - Dec 2011, France

- Project assistant in menswear, women and children clothing design
- Research new market trends (modelling, fabrics, colours, textures, new manufacturing processes)
- Design new collections (clothing and accessories)
- Preparation of technical sheets

PRODUCT DEVELOPMENT AND PRODUCTION ASSISTANT

Quiksilver Brazil

May 2006 - Feb 2010, Brazil

- Organise logistics between the brand and its suppliers (clothing and accessories)
- Collection development plan and application (clothing and accessories)
- Preparation of technical data sheets
- Monitoring and approval of strike offs, showcases, and production
- Control and monitoring of displays and production ordering
- Product registration system (Linx)
- Research new market trends (modelling, fabrics, colours, textures, new manufacturing processes)

SKILLS

Technical Skills

Wireframing & Prototyping
Typography
User Research
Usability Testing
Style guide creation
Animation and branding
Mobile and Web design
Basic HTML, CSS and Javascript

Professional Skills

Creative thinking
Problem solving and critical thinking
Keen eye for aesthetics and details
Exceptional team player
Multitasking and Accuracy

EDUCATION

UI Design Certification / CareerFoundry

March - November 2020, Remote

- Intensive project-based program focused on UI & UX design processes, responsive web design and techniques, mobile app design followed by a frontend development specialization.

Bachelor In Business and Fashion Design / Anhembi Morumbi University

January 2002 - December 2006, São Paulo, Brazil

- Degree Certificate recognized by the French body - CIEP Enic Naric.
- Degree Certificate recognized by the Danish Ministry of Higher Education and Science.

ADDITIONAL COURSES

- Creative Fashion Design with Illustrator - University of the Arts London - 2015
- Photoshop and Illustrator - University of the Arts London - 2014
- Pattern cutting - Adult Learning and Skills Service Hammersmith & Fulham - 2014
- Fashion drawing - SENAC Sao Paulo - Brazil
- Professional skills and practices of the French - CREAPOP France - 2011
- Foreign language French - Universite Populaire Europeenne - France - 2010 - 2011

TOOLS

Illustrator
Photoshop
Adobe XD
Sketch
Figma
Flinto

Invision
Marvel
UsabilityHub
Github
Jira
Microsoft Office

LANGUAGES

Brazilian Portuguese: Native
English
French