

# 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 user and customer 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 with.

### 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.

### 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

### TOOLS

Illustrator	Invision
Photoshop	Marvel
Adobe XD	UsabilityHub
Sketch	Github
Figma	Jira
Flinto	Microsoft Office

### LANGUAGES

Brazilian Portuguese: Native  
English  
French

### EXPERIENCE

#### DESIGN AND IMPLEMENTATION SPECIALIST / CUSTOMER SUPPORT EXECUTIVE

##### Valutrades LTD

Jan 2018 - 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
- Work closely with customers and colleagues to understand user's pain points, discover new opportunities and optimize customers' experience as well as internal processes
- Support the improvement of web user experience using responsive design, intuitive navigation and clear content organization

#### 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)

