

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)

