

# Ana Ragazzi

## Product Designer

anaragazzi.github.io  
ana.sragazzi@gmail.com  
+55 11 9 7469-2113  
Malmö, Sweden

### WORK EXPERIENCE

#### Product Designer | Acessocard

APRIL 2018 - AUGUST 2018

Currently, I collaborate with product managers, developers & the marketing team to create UI designs of new features and better usability for all company products such as mobile apps and eCommerce. I'm also part of the UX team performing tasks such as design strategy summary, user research, UX writing, system workflows, wireframing, accessibility checklist, style guides, and user experience tests.

#### UI Designer • Art Director | Chleba Digital Agency

AUGUST 2016 - MARCH 2018

I collaborated with developer teams and managed a wide variety of cross-media projects involving branding, illustrations, social media ads, and UI designs. I was also responsible for project presentations, development of the style guide and the user experience tests. Worked with clients such as Mackenzie Presbyterian University, C&C, Gendai, China in Box & Motorola.

#### Art Director | Cappuccino Digital

AUGUST 2014 - AUGUST 2015

I worked closely with product managers and clients in several social media projects using photograph, illustration, image manipulation & video editing. Worked for brands such as Ajinomoto, Boehringer, AMD & Tirolez.

#### Owner | Marshmallow Pie

SEPTEMBER 2012 - JUNE 2014

I designed the brand's identity and handmade products. I Also developed newsletters and social media ads to promote the eCommerce. In the technical functions of the company I did the site maintenance and direct contact with the costumer.

#### Web Designer Intern | Biwa Group

JUNE 2011 - AUGUST 2012

I designed online and offline media projects such as newsletters, flyers, and corporate cards using photograph and image manipulation. I also worked on the eCommerce maintenance.

### EDUCATION

#### Tera | UX Design Specialization

2018 - 2018

Designed UX design process for a real startup. Starting with user research, defining personas, developing a new sitemap, a new workflow for their website, creating wireframes and high fidelity prototypes.

#### Mackenzie Presbyterian Univ. | BS of Design and Applied Arts

2011 - 2015

### LANGUAGES

**Portuguese:** native speaker

**English:** fluent

### SKILLS

**Design:** User research • Concept ideation • Product evaluation • User testing • User flows • Wireframes and mockups • UX writing • Prototyping • UI design • Accessibility checklist • Style guides and pattern library • Strategy and vision presentations

**Softwares:** Sketch • Zeplin • Adobe XD • Photoshop • Illustrator • InDesign • Balsamiq • Final Cut • After Effects • Principle

**Others:** Illustration • Photograph • Image manipulation • Branding • Social media and banner ads