

# Ana Ragazzi

## UX/UI Designer

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### WORK EXPERIENCE

#### UX/UI Designer | BIMobject OCTOBER 2018 - PRESENT

Currently working on the UX/UI optimization for the new Admin (upload content solution) by conducting User Research (such as competitor analysis and user tests) and Design Sprints. To improve communication and consistency throughout all solutions, I'm also working on the creation of a Design System.

#### Product Designer | Accessocard APRIL 2018 - AUGUST 2018

Collaborated 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 was also responsible for the design strategy summary, user research, UX writing, workflows, wireframing, accessibility checklist, style guides, and usability testing.

#### UI Designer | Chleba Digital Agency AUGUST 2016 - MARCH 2018

Collaborated with developer teams and managed a wide variety of cross-media projects involving UI design, illustration, social media ads, and branding. I was also responsible for project presentations, development of the style guide and the user experience tests.

#### Art Director | Cappuccino Digital AUGUST 2014 - AUGUST 2015

Worked closely with product managers and clients in several social media projects using photograph, illustration, image manipulation & video editing.

#### Owner | Marshmallow Pie SEPTEMBER 2012 - JUNE 2014

Designed the brand's identity and handmade products. I also developed newsletters and social media ads to promote the eCommerce. I also did the site maintenance and direct contact with the customers.

#### Web Designer Intern | Biwa Group JUNE 2011 - AUGUST 2012

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:** Concept ideation • Product evaluation • Wireframes • High fidelity prototypes • Accessibility checklist • Design System and Pattern Library • Strategy and Vision presentations

**Research:** Interview • Usability testing • Comparative/Competitive analysis • Survey • User Story

**Tools:** Sketch • Zeplin • Adobe CC • Balsamiq • Final Cut • After Effects

**Others:** Illustration • Photography • Branding • Image manipulation