

Barbara Agra

Graphic Designer | UX/UI Designer

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Summary

Designer with a degree in Advertising and 12 years of experience in marketing and social media. Since 2019, I have developed skills in graphic and digital design, culminating in a master's degree in New Media and Web Practices, where I deepened my knowledge in UX/UI Design. In 2022, I completed a web development bootcamp, acquiring skills in HTML, CSS, React, and other languages, enabling me to create interactive websites and applications.

Professional Experience

Graphic Designer

 Xquic – Fintech | United States |  Feb 2025 – Jun 2025

- Created posts for social media, stories, and presentations aligned with branding strategy.
- Developed physical promotional materials, such as business cards and event stands.
- Tools: Figma, Illustrator, Canva.

Marketing & UX/UI Designer

 Clube Drama – StartUp | Rio de Janeiro |  Sep 2024 – Jan 2025

- Developed the marketing plan from the project's inception.
- Provided UX/UI design consulting, integrating narrative design with interactivity.
- Created engaging marketing materials, including banners and promotional videos.
- Programmed HTML for marketing emails and landing pages.

Social Media Manager

 Papori Interactive Marketing – Advertising Agency | Portugal |  Aug 2021 – Sep 2022

- Led a team of designers in creating advertising materials.

- Developed visual identity and presentations.
- Edited videos for social media and scheduled posts.

Marketing Coordinator

 Canal Woohoo – Television | Rio de Janeiro |  Jan 2012 – Jan 2019

- Managed social media channels, resulting in significant follower growth.
- Analyzed performance and provided strategic recommendations.
- Conducted copywriting and managed paid traffic.

Education

Master's in New Media and Web Practices

Nova University of Lisbon - Completed

Bachelor's in Social Communication

FACHA – Rio de Janeiro, BR - Completed

Web Development Bootcamp

Ironhack – Lisbon - Completed

Technical Skills

- Design: Adobe Photoshop, Illustrator, InDesign, Figma, Adobe Premiere
- Programming: JavaScript, React, HTML & CSS, Bootstrap
- Tools: WordPress, Canva

Languages

- Portuguese: Native
- English: Fluent

Additional Competencies

- Solid experience as a Product Designer, focusing on digital interfaces and experiences.
- Ability to lead the entire design process, from research to delivery of wireframes and prototypes.
- Knowledge of Design Systems and agile methodologies.
- Skilled in conducting usability tests and analyzing user behavior.