

Anna Braggion

UX–UI Designer/UX Writer

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[HTTPS://GITHUB.COM/BRAGGION-DESIGNER](https://github.com/braggion-designer)

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EXPERIENCE

Black Fox– IT Services and Consulting, São Paulo, Brazil

UX –UI Designer/UI Writer

FROM JANUARY 2022 - UNTIL 02/30/2024 (2 YEARS AND 2 MONTHS)

Design Digital: Use of Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Invision, Maze, UXPin, Zeplin tools to create visual identities, style guides, and design systems. Development of responsive and intuitive web and mobile interfaces, ensuring usability and user experience. Creating low-fidelity wireframes for initial and iterative prototyping to the final high-fidelity prototype. Close collaboration with developers in agile sprints to implement designs and ensure the quality of final products.

UX Writer: Creation, writing and review of content for various digital platforms, focusing on clarity, cohesion and usability to provide the best user experience. Use of UX Writing methods and language strategies aligned with the brand identity. Carrying out usability and configuration tests based on user feedback, integrating with the agile development model. Participation in analysis and research projects for continuous improvement. Production of texts to make chatbots more humanized and aligned in different service channels.

Pesquisa e Design de Experiêns Usuário (UX): Conducting quantitative and qualitative research, including user interviews, usability testing, and analyzing metrics to inform design. Active participation in the product discovery process, from benchmarking to hypothesis validation and continuous improvement of the user experience. Analysis, interpretation and design direction.

Design Operations: Organization and execution of internal events, such as workshops and training, to train and deliver new experience team members. Contribution to the definition and documentation of design and research processes, ensuring consistency and efficiency. Collaboration with design lead to promote and implement design principles and standards. Continuous optimization of time tools and workflows to maximize productivity and quality.

Knowledge also in Front-End Development, obtained close collaboration with

LANGUAGES

INTERMEDIARY ENGLISH
SPANISH INTERMEDIARY

SKILLS

| Design Thinking | Figma |
| Communication | Agile Methodologies
| Artificial Intelligence | User Interface
Designer | Scrum | Prototyping |
Usability Testing | Adobe | UX Design
| Digital Media | Copywriter | Chatbot |
User Interface Designer | UX Writing |

CERTIFICATION

Certifications: –UX/UI Designer by Alura, – UX Writer by Alura, Agile Methodology by Alura, Front–End Development by Alura.

developers in agile sprints to implement designs and guarantee the quality of final products.

TRAINING

Anhembi Morumbi University, São Paulo - MBA in Governance in Information Technology and Innovation.

JANUARY 2022- DECEMBER 2022

Dev Club, São Paulo - Professional Front-End

JUNE 2022 - JUNE 2023

Alura, São Paulo - UX Designer, UI Writer and Professional UI Designer

JANUARY 2021- DECEMBER 2021

Anhembi Morumbi University, São Paulo - Human Resources Management Technologist

JANUARY 2019 - DECEMBER 2020

Mogi das Cruzes University, São Paulo - Journalism

JANUARY 2000 - DECEMBER 2004