

Cíntia Falcão

Senior UX/UI Designer

EMAIL

cintiafalcao@gmail.com

PHONE

+46 70-152 19 01

WEB

<http://cintiafalcao.com.br>

Skills

User Interface Design

User Experience

Interaction Design

User Research

Motion Design

Visual Design

Branding

Illustrations

Prototyping

Wireframing

HTML/CSS

GIT

Javascript

ActionScript3

Tools

Figma

Sketch

Framer

Adobe XD

Photoshop

Illustrator

After Effects

Premiere

Affinity

InVision

Work experience

Product Designer

3 Sverige

MAY 2022 - PRESENT

Stockholm, Sweden

- Work in a cross-functional team through the whole development process.
- Analysis of user behavior and interaction towards digital products.
- Synthesis of qualitative and quantitative data to improve the experience.
- Present user experience findings in an easy-to-understand manner to stakeholders.
- Defining user journeys for digital products.
- Creating prototypes and MVPs for usability testing.
- Conducted design workshops with internal teams.

Concept art /Illustrator

The Experience Foundry

AUG 2021 - MAY 2022

Bay Area, USA

Pivio — *Design the brand's illustrations and collaborate on creating the brand's identity.*

- Design all the illustrations for the brand.

Concept art /Illustrator

Mundoaflora

NOV 2021 - MAY 2022

Remote, Brazil

The Greedy tree — *Color design for the Children's book.*

Bozinho de São João — *Background design for the animation.*

UX/UI Designer

DTT

JAN 2018 - MAY 2019

Amsterdam, The Netherlands

G4S — *Design an app to provide cash solutions to the world's leading global, integrated security company.*

I created high-fidelity concepts and worked with developers to drive polished designs to final implementation.

EFDN — *Design a mobile interface for European Football Development Network.*

I designed the user interface and user experience for the European Football Network mobile app that promotes football's connecting power and uses it as an instrument for social development.

AWH — *Prototyping a mobile interface for report service.*

Deliver top-bottom design for the mobile app from conception to a polished interface.

ADC — *Create an internal workflow model for DTT.*

I worked closely with the design team members to establish a workflow model to improve UI designers' tasks to create a workable app from scratch.

UX/UI Designer
Qranio

MAR 2014 - AUG 2015
Juiz De Fora, Brazil

- Creation of wireframes and flows to identify user's pain points and generate strategies for interaction and usability;
- Design of innovative and friendly interactions in collaboration with Developers;
- Lead on the redesign of the IOS apps;
- Research on trending and effective new ways of implementations for the interfaces;
- Front-end development (HTML, CSS, JS).

UI/Motion Designer
Ato Interativo

MAR 2010 - MAR 2014
Juiz De Fora, Brazil

- Ideating, conception, and designing websites;
- Actionscript 3.0 development of web apps and interactive experiences;
- Front End development (HTML, CSS, JS).

Lead/Motion Designer
Pura Comunicação

JUN 2003 - JAN 2010
Rio De Janeiro, Brazil

- Ideating, conception, and designing websites;
- Lead and mentor other designers;
- Creation of wireframes, prototypes and, interface design;
- Actionscript 3.0 development of websites, apps and, interactive experiences;
- Front-end development (HTML, CSS, JS).

Front-end/Web Designer

Tambor

MAR 2001 - APR 2003

Belo Horizonte, Brazil

- Contributing to mid-level and senior designers with layouts for the websites;
- Design email newsletters, animated banners, and other online assets;
- Front-end development (HTML, CSS, JS).

Art Teacher

Instituto Pollyana

MAR 2001 - APR 2002

Belo Horizonte, Brazil

- Planning lessons on art and art history under students' learning objectives.
- Developing students' drawing, coloring, and painting techniques.
- Providing instruction on media use such as graphite and charcoal pencils and oil, acrylic, and watercolor paint.

Education**B.A**Animation/Drawing
UFMG

2001

Belo Horizonte, Brazil

Certifications**Design for the 21st Century with Don Norman**

Interaction Design Foundation

2022

Affordances: Designing Intuitive User Interfaces

Interaction Design Foundation

2022

**User Research - Methods and Best Practices
*Top 10 in class***

Interaction Design Foundation

2021

**Design Thinking
*Best in class***

Interaction Design Foundation

2020

Conducting Usability Testing

Interaction Design Foundation

2018

Mobile development with Google Android

Caelum

2011

Web Developer

SENAC

2004

