




# Clarisse Paiva

## UX/UI Designer



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### DESIGN

A/B Testing  
Accessibility  
Affinity Diagram  
Benchmarking  
Components  
Design System  
Mockups  
Personas  
Prototyping  
Responsive Design  
User Flow  
User Journey Map  
User Research  
Usability Testing  
WCAG  
Wireframes

### TOOLS

Figma  
Adobe XD  
Miro  
MS Office  
HTML/CSS/JavaScript

### LANGUAGE

English  
Portuguese

### METHODOLOGY

Agile  
Scrum  
Design Thinking  
Design Sprint

### EXPERIENCE

#### • UX/UI Designer

##### trades.org - American Company

July 2023 - December 2024

- Created website templates, applying responsive design and usability to help small entrepreneurs build functional and intuitive websites.
- Designed applications by integrating prototyping and information architecture to meet client needs and internal demands.
- Collaborated with product management and engineering teams to define and implement innovative solutions for product direction, visuals, and experience.
- Led the creation and implementation of the company's Design System, ensuring consistency and scalability.
- Developed advertising materials, utilizing visual design to promote the company's app and increase its visibility.

#### • UX Designer Volunteer

##### State Secretary - Sempre Design

July - December 2023

- Developed solutions for effective communication between citizens and the government, with a focus on environmental issues.
- Conducted user research and interviews to gather insights and define needs.
- Created wireframes and prototypes to visualize and test the user experience.
- Designed visual elements to enhance the user interface and ensure a smooth interaction.
- Created informational brochures to promote environmental awareness and strengthen communication between citizens and the government.

#### • UX/UI Designer Freelancer

February - June 2023

- Freelance UX/UI design for a nutritional app, music festival website, recruitment landing page, and more
- User research & personas to guide design decisions
- Wireframes & interactive prototypes for seamless user flows
- Design systems to ensure consistency and scalability
- Usability testing to refine and optimize user experience
- Focused on user-centered, functional designs aligned with business goals

### PROFESSIONAL QUALIFICATION

#### • MBA in Interaction Design - UnoPar

Comprehensive program focused on developing UX/UI skills, with courses covering UX Research, Interface Design, Lean UX, Prototyping, and Information Architecture. The training included hypothesis validation techniques, the creation of cross-platform mobile apps, and the use of animations and virtual tools, always emphasizing innovation, usability, and user-centered solutions.

#### • Professional UX Design at Google

Activities and tests that simulate real UX design scenarios. The content is interactive and created by experienced Google employees. Learned the entire design process, including understanding user needs, identifying problems, brainstorming solutions, creating visual designs, conducting tests, and improving based on feedback. Gained proficiency in design tools such as Figma and Adobe XD.

#### • Bachelor's Degree in Chemistry - Universidade de Brasília, UnB