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

iStud - iStud LTDA

Fevereiro 2025 - atualmente

- End-to-end website development, from concept to implementation, ensuring an intuitive and responsive design.
- Creation of websites with reusable components, leveraging libraries to optimize time and standardize interfaces.
- Customization and adaptation of layouts, aligning visual identity with project needs.
- Optimization of user experience by applying UX/UI best practices for smooth and accessible navigation.

• UX/UI Designer

trades.org - American Company

July 2023 - December 2024

- Development of responsive and intuitive templates for small entrepreneurs, enabling the creation of functional websites without technical knowledge.
- Focus on prototyping and information architecture in applications, ensuring intuitive and efficient user flows.
- Collaboration with product management and engineering to implement innovative solutions aligned with business needs.
- Structuring and implementation of a Design System to enhance visual consistency and product scalability.
- Production of strategic marketing materials, increasing the app's visibility and adoption.

• UX Designer Volunteer

State Secretary - Sempre Design

July - December 2023

- Development of solutions to enhance citizen-government communication, focusing on accessibility and environmental impact.
- User research to identify needs and optimize the digital experience.
- Creation of wireframes, prototypes, and accessible interfaces to improve navigation and usability.
- Production of educational materials to promote environmental awareness and social engagement.

• UX/UI Designer Freelancer

February - June 2023

- Development of applications, websites, and landing pages with a focus on usability and conversion.
- User research and creation of interactive prototypes to ensure intuitive navigation.
- Structuring Design Systems and conducting usability tests to enhance accessibility and consistency.

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