

Clarisse Paiva

UX/UI Designer



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PROFESSIONAL SUMMARY

UX/UI Designer with strong experience in user-centered design, interface prototyping, and scalable Design Systems. Skilled in creating responsive and accessible digital products (WCAG) using Design Thinking, Agile, and Scrum methodologies. Proficient in Figma, Adobe XD, Miro, HTML/CSS/JS, and AI-powered automation tools (Anima, Lovable).  
Passionate about crafting intuitive, data-driven, and visually engaging experiences that balance usability, accessibility, and aesthetics.

DESIGN

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

TOOLS

Figma  
Adobe XD  
Miro  
MS Office  
HTML/CSS/JavaScript  
Anima  
Lovable

LANGUAGES

English  
Portuguese

METHODOLOGIES

Agile  
Scrum  
Design Thinking  
Design Sprint

PROFESSIONAL EXPERIENCE

UX/UI Designer

iStud - iStud LTDA

Feb 2025 - Present

- Designed high-conversion landing pages and responsive layouts focused on user experience.
- Led the redesign of Escolegis enrollment pages, improving accessibility and information clarity.
- Developed interactive admin dashboards for tracking course metrics and user engagement.
- Integrated AI design automation tools (Anima, Lovable) to streamline the prototyping process.
- Designed educational materials and e-books, maintaining brand consistency across digital assets.

UX/UI Designer

trades.org - U.S. Company

Jul 2023 - Dec 2024

- Built a scalable Design System, reducing new screen development time by 35%.
- Created responsive and user-friendly templates for small business owners.
- Conducted user research, prototyping, and usability testing to validate digital product flows.
- Collaborated with product and engineering teams under Agile/Scrum methodologies.
- Produced visual assets for marketing campaigns, increasing app engagement by 22%.

UX/UI Designer Freelancer

Sep 2022 - Jun 2023

- Designed websites and apps focused on usability and accessibility, applying Nielsen's heuristics.
- Developed wireframes, interactive prototypes, and A/B tests to optimize user journeys.
- Created visual documentation and Design Systems for startups and small businesses.

VOLUNTEERING

UX Designer Voluntária

State Government of ES - Sempre Design

Jul - Dec 2023

- Designed digital solutions to improve communication between citizens and government.
- Conducted user interviews and research to build accessible (WCAG) solutions.
- Produced educational materials promoting sustainability and social impact.

EDUCATION

- MBA em Design de Interação - UnoPar
- Google Professional UX Design
- Bacharelado em Química - Universidade de Brasília, UnB