

# Clarisse Paiva

## UX/UI Designer



Portfólio



LinkedIn



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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/JavaScript/CSS

## LANGUAGE

English  
Portuguese

## METHODOLOGY

SCRUM  
Design Thinking  
Design Sprint

## FORMAÇÃO PROFISSIONAL

### • 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.

4o

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

## EXPERIENCE

### • UX/UI Designer

#### trades.org - American Company

July 2023 - December 2024

Responsible for creating website templates, applying responsive design and usability to facilitate access for small entrepreneurs to functional and intuitive websites. Designed applications by integrating prototyping and information architecture to meet client needs and internal demands. Led the creation and implementation of the company's Design System. 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 an environmental focus. The process included user research, interviews, wireframes, prototyping, and visual design, as well as the creation of informational brochures to promote environmental awareness and strengthen interaction between the parties.

### • UX/UI Designer Freelancer

February - June 2023

Worked on projects such as a nutritional calculation app, a responsive website for a music festival, and a single-page recruitment website. Deliverables included user research, personas, wireframes, prototyping, design systems, and usability testing, with a focus on user experience and design functionality.