



[VIEW MY WORK](#)

IZABEL FONTES

UX/UI Designer.

I design user centered experiences with a pragmatic lens to create meaningful impact.

M [@izabelfontes](#)



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(81)9.9696-9299

EDUCATION

Catholic University of Pernambuco
Recife, Brazil Jul 2012 - Jul 2016
BACHELOR DEGREE IN SOCIAL COMMUNICATION
ADVERTISING AND MARKETING

International Film Academy, Brazil
CINEMA DIRECTOR Aug 2016 - Feb 2017
Script, Production, Direction, Photography,
Art (Set Design), Sound, Post-Production
(Editing, And Color Treatment, Special
Effects).

PROFESSIONAL DEVELOPMENT

Ironhack School Berlin May - Aug 2021
UX/UI DESIGN 9 WEEKS BOOTCAMP
Design Thinking, User Research, UX Strategy,
Empathy Mapping, Benchmark Analysis, User
Personas & User Flows, Usability Testing &
Prototyping, Wireframing, Information
Architecture, Responsive Web Design.

Interaction Design Foundation
Dec 2019 - Jul 2020
BECOME A UX DESIGNER FROM SCRATCH
User-Centered Thinking, Heuristic of Usability
Usability Analysis and User Personas,
Information Architecture.

EXPERIENCE

- Freelance**
UX / UI / WEB DESIGNER Jul 2021 – Present
- User-centered design, UX Research, Information Architecture, Wireframing, Prototyping
 - Design Thinking Methodology, Agile framework
 - Usability evaluation and site redesign
 - Visual design, User-interaction design
- The Ship's Photographer - Southampton, UK**
PREMIUM PHOTOGRAPHER SALES TEAM LEADER Apr 2017 - Jun 2019
- Captured and edited premium photoshoot for different occasions using Lightroom and adobe library to organize and maintain the consistency of the work.
 - Developed and conducted presentation of the deliverables for clients, such as photo books and landscape canvas.
 - Planned the business marketing strategy by implementing resources to increase profit in weekly cruises by at least 15%.
 - Coached and guided monthly new joiners employees attending all specific requirements. Mentored +40 new photographers.
 - Organised weekly team schedules and availability for special occasion in order to guarantee a smooth work process.
 - Engaged customer service trainings to assure the high quality of the offered service.

TOOLS

FIGMA
DESIGN SYSTEM
HTML & CSS

LANGUAGES

PORTUGUESE - NATIVE
ENGLISH - B2
SPANISH - B1
DEUTSCH - B1