

Erika Maessaka

UX/UI Designer

Committed and self-driven designer, with an empathic and pragmatic approach to design, translated into user-centred, delightful experiences.

SAY HELLO! 🗨️

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WORK EXPERIENCE

Visual Designer (since 2017)

Exclusivi - Upsell

Athens, Greece

- Sole designer on the team. Responsible for overseeing all stages of the design process up to implementation and iterations, within strict deadlines
- Have delivered over 25 UI projects to completion
- Experience working with international team remotely
- Collaborated with clients, interfacing directly hotel management in Greece, Montenegro and Egypt.

Graphic Designer (2016)

Silo da Moda

Londrina, Brazil

- Worked on marketing campaigns for both print and digital channels for multiple brands
- Proactively started in-house video and photograph production for content marketing, increasing social media engagement by 20%

Graduate GUI Artist (2014)

Frontier Developments

Cambridge, United Kingdom

- Internship in the UI design team working in collaboration with developers in a scrum framework
- Designed over 300 icons for the game "ScreamRide"

LANGUAGES

Portuguese (Native)

English (Advanced C1)

TOOL BELT

User Research

Information Architecture

Personas | Empathy Map

User Journey | User Flow

Wireframing

High-fidelity Prototyping

User Testing

Figma | Adobe XD

Html | CSS

Adobe CC Suite

EDUCATION

PGD Digital Experience Design

Faculty of Fine Arts

University of Lisbon

2022 - Lisbon, Portugal

BA Graphic Design

State University of Londrina

2017 - Londrina, Brazil

BA (Hons) Graphic Design

SwB Scholarship

Cambridge School of Art

Anglia Ruskin University

2015 - Cambridge, UK

INTERESTS

