.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Joana Laborinho**

Date of birth: 09/11/1989 **|** Nationality: Portuguese **|** Gender: Female **|**

Portugal

**PROPOSED POSITION: Web Designer**

Joana Laborinho is an accomplished Web Designer with over five years of experience, a keen eye for aesthetics and functionality, and a proven ability to craft **user-friendly, visually compelling, and responsive web experiences**. She possesses strong knowledge of **UI/UX principles, wireframing, and front-end development tools**, ensuring a seamless blend of design and usability across projects. Joana excels at **translating brand identity into engaging and accessible digital visualizations** while adhering to the latest web design trends and standards, and her professional capabilities are supported by a **B2 level in both written and spoken English**.

**WORK EXPERIENCE**



01/2024 - Ongoing; Portugal

**Web Designer** - Freelance

* Collaboration in the design and front-end development of institutional and corporate websites.
* Development of websites using the WordPress platform, ensuring responsiveness, accessibility, and cross-browser compatibility.
* Use of visual builders such as Elementor and Bricks to create custom layouts and interactive components without compromising performance.



01/2023 – 12/2023; Portugal

**UX/UI Designer** - Sparkcare

* Design of low- and high-fidelity wireframes, contributing to the overall user interface architecture and user experience strategy of a healthcare application using Figma.
* Active collaboration in the definition and structuring of the design system, ensuring consistency, scalability, and alignment with accessibility standards and brand guidelines.
* Hands-on experience working within an Agile Scrum framework, participating in sprint planning, daily stand-ups, and retrospectives.



03/2021 – 04/2024; Portugal

**Web Designer** – Wrightia SAE

* Front-end development collaboration using the WordPress platform, leveraging HTML, CSS, and JSON to create and customize web components.
* Utilization of the Gutenberg block editor for building modular and maintainable page structures within WordPress.
* Design of low- and high-fidelity wireframes in Figma for a digital platform developed for a Portuguese public safety authority, ensuring usability and alignment with user needs.
* Applied knowledge of web accessibility standards (WCAG) and best practices for responsive design, ensuring optimal user experience across devices and compliance with regulatory requirements



01/2019 – 12/2020; Portugal

**Designer** – Servelec Eletronica, LDA

* Design and layout of newsletters, ensuring visual consistency, brand alignment, and responsiveness across email clients.
* Use of Mailchimp for the creation, management, and distribution of newsletters, including audience segmentation and performance tracking.
* Creation of visual content for social media platforms, aligned with marketing strategies and tailored to various formats and audience engagement goals.
* Use of PHC software for the creation and registration of new products, supporting inventory and catalog management processes.

**EDUCATION AND TRAINING**



09/2018 - 06/2019

**Graphic Design Course** – Lisbon School of Design

09/2019 - 06/2020

**Web Design Course** – Lisbon School of Design

09/2011 - 06/2013

**Master in Health Management** - Escola Nacional de Saúde Pública, Universidade Nova de Lisboa

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Portuguese** | C2 | C2 | C2 | C2 | C2 | |
| **English** | B2 | B2 | B2 | B2 | B2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



HTML, CSS, Sketch, JSON, JavaScript, WooCommerce, Wordpress, Illustrator, Branding, UX/UI, Bricks, Gutenberg, Elementor

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* Collaborative Communication: Displayed through active collaboration in the definition and structuring of the design system at Sparkcare, implying clear communication with team members.
* Technical Communication: Demonstrated by the collaboration in the design and front-end development of institutional and corporate websites as a freelance Web Designer, requiring effective communication of technical concepts to clients.
* Visual Communication: Proven by the design and layout of newsletters and the creation of visual content for social media platforms at Servelec Eletronica, LDA, effectively conveying messages through visuals.

**Organisational skills**



* Project Management: Demonstrated through hands-on experience working within an Agile Scrum framework, participating in sprint planning, daily stand-ups, and retrospectives at Sparkcare.
* Systematic Workflow Management: Evident in the design and structuring of the design system at Sparkcare, ensuring consistency, scalability, and adherence to standards.
* Resource Management: Shown by the use of PHC software for the creation and registration of new products, supporting inventory and catalog management processes at Servelec Eletronica, LDA.