

# FRANCISCO ALEXANDRE DIGITAL DESIGNER

- www.falexvidal.com
- Bē behance.net/falexvidal
- in www.linkedin.com/in/falex

## **ABOUT ME**

Digital Designer who seeks to combine creative ideas with user-centered needs by delivering, measuring and refining valuable solutions in a continuous process of improvement and learning.

# **SOFT SKILLS**

Creative

Flexible

Responsible

Quick Learner

Interpersonal Communication

Able to Operate Under Pressure

Adaptable

Efficient

#### **WORK EXPERIENCE**

2017

#### Cearáportos, Brazil

**UI** Designer

- Designed digital media campaigns.
- Established Cearáportos digital presence to boost brand awareness.
- Maintained a strong online presence through social media.

2012-2016

Instituto Atlântico, Brazil
UX / UI Designer

- Contributed to projects for companies such as HP, LG and Dell.
- Advocated for user-centered research methodologies.
- Prototyped and implemented user interfaces (wireframes to HTML).
- Designed and ran usability tests for desktop and mobile platforms.

2008-2012

**Banco do Nordeste, Brazil** Interaction Designer

• Developed award-winning endomarketing campaigns and educational games.

### **EDUCATION**

2017 (Attending)

Seneca College, Canada | Diploma Interactive Media Design

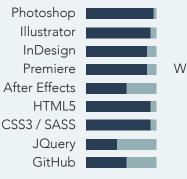
• Post-Secondary Degree.

2007-2009

**Unversidade Estácio de Sá, Brazil** Digital Design

• Post-Secondary Degree.

# HARD SKILLS



Wordpress
User Research
Personas
Wire / Prototyping
Usability Tests
Invision App
Office Suite
Sketch
Agile