



# FRANCISCO ALEXANDRE

INTERACTION DESIGNER

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www.faalexvidal.com

## ABOUT ME

Interaction 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.

## LANGUAGE

• English • Portuguese

## SOFT SKILLS

Creative

Flexible

Responsible

Quick Learner

Interpersonal Communication

Able to Operate Under Pressure

Adaptable

Efficient

## WORK EXPERIENCE

2017

**Cearáportos, Brazil**

Multimedia Specialist

- 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

**Universidade Estácio de Sá, Brazil**

Digital Design

- Post-Secondary Degree.

## HARD SKILLS

Photoshop



Illustrator



InDesign



Premiere



After Effects



HTML5



CSS3 / SASS



JQuery



GitHub



Wordpress



User Research



Personas



Wireframing



Prototyping



Usability Tests



Office Suite



Sketch



Agile

