

Flávia Fernandes

Brazilian | Single | 27 years old

Barcelona, Spain

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PROFESSIONAL EXPERIENCE

Freelance Web Designer | São Paulo, Brazil

May/2020 - Present (1 year and 6 months)

- UX / UI design: Hypothesis, sketches, empathy (user research), define, prototyping, testing, outcome measuring;
- Website development using html, css, javascript, wordpress and elementor;
- Visual / graphic: brand identity, vectors and digital illustrations;

Campo Favela Project (NGO) | São Paulo, Brazil

UX / UI Design and Marketing

April/2020 - November/2020

- Website design and monitoring;
- Responsible for designing and launching email marketing campaigns through Mailchimp.

Avec (SaaS startup) | São Paulo, Brazil

Customer Experience and Success Coordinator

July/2019 - May/2020 (10 months)

- Coordinated and restructured a team of 5 customer success analysts;
- With focus on customer experience, I was responsible for the Product Solutions area, being a part of the development team during plannings to deliver customer centered solutions online;
- User interface design and user flows using tools such as Figma, Zeplin, Miro and Jira.

Cobli (SaaS startup) | São Paulo, SP

People Operations

July/2019 - May/2020 (10 months)

- Responsible for implementing the People Operations area;
- Structuring processes related to Hiring, People Development and Culture, Feedback and PR.

LANGUAGES

- Portuguese - native
- English - fluent
- Spanish - advanced
- French - basic

At the core, I am passionate about solving user's problems through a human perspective, strategic vision and visual design. Addicted to learning, I'm a self taught web designer with great interest in technology, human centered design, sustainability and connection between people.

EDUCATION

Memorisely | UK - UX | UI Industrial and Product Design Bootcamp

November/2020 - December/2020 (2 months)

Inspir | São Paulo, Brazil - Bachelor in Business Administration and Major in International Business

Conclusion in June/2019

IESEG School of Management | Lille, France - Exchange Programme with focus on Customer Behavior

January/2016 - June/2016 (6 months)

TOOLS AND SKILLS

- Microsoft Office - advanced
- Hubspot - advanced
- MailChimp - advanced
- Notion - advanced
- Jira - advanced

WEB DESIGN TOOLS

- | | |
|---------------|-------------------|
| • Illustrator | • Zeplin |
| • Photoshop | • Marvel |
| • Figma | • HTML |
| • Adobe XD | • CSS & Bootstrap |
| • Sketch | • Framer |
| • InVision | • Miro |

CODING LANGUAGES

- JavaScript
- Python
- R for data science
- SQL

VOLUNTEERS AND COURSES

CodeAcademy - JavaScript Course
(30h)

Harsha International Public School | Bangalore, India
Volunteer english and computing teacher

January/2017 - March/2017 (2 months)

GAS - Social Action Group | São Paulo, SP
Volunteer computing teacher

January/2017 - December/2018 (2 years)