

# Flávia Fernandes

Brazilian | Single | 26 years old  
São Paulo, SP, Brazil

+55 11 98420-4009  
aflaviamfernandes@gmail.com

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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.

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## EDUCATION

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

November/2020 - December/2020 (2 months)

**Insper | São Paulo, Brazil** - Bachelor in Business Administration

Conclusion in June/2019

**Insper | São Paulo, Brazil** - 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)

## PROFESSIONAL EXPERIENCE

**Freelancer Designer | São Paulo, SP**

May/2020 - Present

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

**Projeto Campo Favela - NGO | São Paulo, SP** - UX | UI Design and Marketing

April/2020 - November/2020

- Project's website design and monitoring; [Link here](#)
- Responsible for producing, designing and launching email marketing campaigns through Mailchimp.

**Avec | São Paulo, SP**

July/2019 - May/2020 (11 months)

- Customer Experience and Success Coordinator

October/2019 - April/2020

- 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.

- Customer Success Analyst

July/2019 - April/2020

- Advocated customer needs and issues cross-departmentally;

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## **Cobli | São Paulo, SP** - *People Operations*

April/2018 - December/2018 (9 months)

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

## **DASA | São Paulo, SP** - *Academic Internship*

February/2018 - June/2018 (5 months)

- Development of a consultancy project in the area of Logistics, through the programme Efficient Problem Solving provided by Insper University.

## **RECOGNITIONS**

**Specialist Yellow Belt Planning** - FALCONI, Consultants for Result

## **SKILLS AND TOOLS**

- Microsoft Office - advanced
- Hubspot - advanced
- MailChimp - advanced
- Notion - advanced
- Agile methodology (Scrum and Kanban)
- Jira - advanced

## **LANGUAGES**

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

## **WEB DESIGN TOOLS**

- |               |                   |
|---------------|-------------------|
| • Illustrator | • Zeplin          |
| • Photoshop   | • Marvel          |
| • Figma       | • HTML            |
| • Adobe XD    | • CSS & Bootstrap |
| • Sketch      |                   |
| • Invision    |                   |

## **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* - 2018