



PORTFOLIO

gabiolivalmeida.github.io/

SKILLS & TOOLS

UX/UI DESIGN

User Research, User Interviews, Usability Testing, Wireframing, Prototyping, Information Architecture, Interaction Design, User Flows, Personas.

METHODOLOGIES

Agile, Design Thinking, Lean Design.

SOFTWARES

Figma, Miro, Jira, Notion, Maze.

TECHNICAL

HTML, CSS.

CONTACT

- Vancouver, BC
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Gabriela Almeida

UX/UI DESIGNER

Highly motivated and results-driven UX/UI Designer with experience in end-to-end product design, from user research and strategy to prototyping and post-launch evaluation. Proven ability to create intuitive user experiences that align user needs with business objectives. Seeking to leverage expertise in interaction design and service design to contribute to innovative teams in Vancouver.

EXPERIENCE

AMBEV TECH

UX DESIGNER Brazil, Sep 2022 - Sep 2023

- Conducted comprehensive **user research** and stakeholder interviews to define **personas** and visualize the **user journey** through detailed service blueprints.
- Developed **interactive prototypes in Figma**, led **usability testing** sessions and utilized tools as **SUS (System Usability Scale)** to gather feedback in different stages of the product to inform design iterations and promote future changes.
- Facilitated meetings** and participated in daily conversations with the development team to align technical and design decisions, making communication fluid, objective, and **facilitating the handoff process**.

NEXOOS

UX DESIGNER Brazil, Sep 2021 - Sep 2022

- Executed **qualitative user research** through in-depth interviews, translating findings into **actionable reports** that identified critical pain points in the investment flow and **informed strategies to reduce churn rates**.
- Designed and implemented optimized **user flows and intuitive UI updates** for key product features, significantly enhancing the overall investment experience.

EDUCATION

LANGARA COLLEGE

WEB AND APP DESIGN AND DEVELOPMENT Canadá, May 2024 - Dec 2025

During the course, I deepened my expertise in graphic design, UX, and UI by engaging with both fundamental and advanced concepts within multidisciplinary teams. I also learned to build interfaces using HTML and CSS, successfully designing and creating functional products. At the end of the course, my team and I built an app to help kids to identify and act against bullying and inappropriate behaviours.

UNIVERSIDADE ANHEMBI MORUMBI

JOURNALISM Brazil, Aug 2013 - Dec 2017

Gained knowledge on structuring and creating content across various formats, including print, audio, video, and digital media. Studied the principles of storytelling, effective communication, investigative techniques, and the importance of ethics in journalism.