Lara Melo

UX Designer & Front-End Developer

EXPERIENCE

BMW AG, Munich — *UX/UI Designer & Community Manager*

May 2024 - October 2024, Internship

- Assisted in the conception and implementation of a UI/UX-based, BMW-internal app store for no-code apps, including user training, software requirements analysis and UI documentation in Confluence.
- Ensured UI and UX compliance of app solutions, acting as the interface between the DevOps team and business stakeholders.
- Designed communication materials such as flyers, videos, posters, trade fair assets, and presentations for management.
- Independently supported and designed app templates for the no-code app developer community within the BMW Group.
- Executed pre-release testing in Jira, ensuring app functionality and UX consistency.

EDUCATION

Uniamérica, Espírito Santo, Brazil — *B. Tech Computer Engineering*

July 2022 - Present

In this program, one develops skills for engaging in projects and hardware development, such as processors, CPUs, and innovating in computer peripherals. Additionally, there is a focus on network support and management, software programming, and automation solutions for industry and commerce.

Uniamérica, Espírito Santo, Brazil — *B. Tech Internet Systems*

July 2022 - December 2024

This program enhances software creation abilities for computers and applications, interface design for e-commerce, and proficient management of both internal and external networks and databases.

University of Vila Velha (UVV), Espírito Santo, Brazil — *B. A Advertising and Marketing*

July 2021 - July 2022

During my time at UVV and as a foundation for a front-end / UX path, I acquired advanced fundamentals in communication and marketing, gaining valuable insights into consumer behavior, graphic design, market analysis, and advertising strategies.

Munich, Germany
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SKILLS & TECHNOLOGIES

Semantic HTML, CSS, JavaScript, Tailwind, React, Python, Jira, Confluence, Figma, Responsive Design, Usability Testing, User Research, Power Apps, Git/Github, Office365, Miro

LANGUAGES

Portuguese (native)

German (C1)

English (C1)

Spanish (B2)

LINKS

larabmelo.github.io
github.com/larabmelo
linkedin.com/laramelo

ONLINE TRAINING

Origamid, Web Developer

June 2023 - Present

CSS Grid, Flexbox, Responsive Layout, JavaScript, Git, React, NPM, Angular, Typescript, SASS, Documentation, Optimization

freeCodeCamp, Responsive Web Design

March 2023 - June 2023

Forms, Typography, Animation, Accessibility and Semantic