Leonie Almeida — *UI/UX Designer*

Creative UI/UX Designer with experience in healthcare, education, and nonprofit tech. Skilled in visual design, wireframing, and prototyping, with hands-on work across mobile, dashboard, and AI interfaces. Applies psychology and neuroscience principles to design intuitive, high-impact user-first digital experiences.

CONTACT

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EXPERIENCE

Mercor, Remote — Product Design/UX Expert (Contract)
September 2025 – Present

Providing product design and UX expertise to support the improvement of AI models for a top AI lab.

- Evaluate and rank high-volume (1,000+) AI-generated front-end designs to identify emerging UX and visual design best practices.
- Perform "vibe coding," translating qualitative UX judgment and aesthetic feedback into structured front-end design data.
- Leverage Feather, an AI data annotation platform, to generate evaluative insights and support large-scale design assessment.
- Create and refine interactive mockups in Figma to support user-journey analysis and AI-assisted design evaluation.
- Contribute to refining quality benchmarks and best-practice guidelines for AI-assisted product design workflows used in model evaluation.

Halal Reads (Nonprofit), Remote — Freelance UI/UX Designer
April 2025 – August 2025

- Designed end-to-end Author and Reader Dashboards, covering onboarding, book uploads, subscriptions, reviews, and libraries.
- Built responsive Figma wireframes prioritizing accessibility, hierarchy, and values-aligned UX, integrating ThriveCart payments, dynamic review prompts, and a custom 'Halal Values & Sensitivity' rating system.
- Delivered dev-ready handoffs, collaborated with stakeholders to align branding, content, and user goals, and applied UX best practices across registration, submission, & discovery—enhancing engagement for Muslim authors & readers.

Outlier AI, Remote — AI Writing Evaluator
December 2024 - Present

- Evaluated AI-generated content for accuracy, clarity, and relevance, improving output quality and user experience
- Refined prompts and conducted fact-checking to ensure consistent, high-quality, and user-centered responses

PROJECTS — *UI & UX Designer — CareerFoundry Projects*

BANQ | Personal Finance App

- Designed a money-saving app with AI integration by conducting competitive research, sketching early concepts, creating wireframes, and running usability tests to refine the experience—helping users better track and grow their savings.

Seedly | Plant Care and E-Commerce App

- Focused on visual design by developing high-fidelity wireframes for a mobile app (iOS & Android) that lets users track plant care, identify species, and diagnose plant issues—enhancing gardening outcomes.

Cookly | Recipe App

- Applied a user-centered design process by conducting user interviews and usability testing to design a recipe app tailored to users' cooking goals—resulting in improved meal planning and dietary success.

SKILLS

- User Interface Design
- User Research & Psychology
- AI-Assisted Product Design
- Frontend Development
- AI Content Evaluation
- Prompt Engineering
- AI Fact Checking
- Usability Testing
- Wireframing, Prototyping & Mockups
- Data Annotation & QA

TOOLS

- Figma
- HTML, CSS, JavaScript
- ChatGPT
- Feather (OpenAI Data Annotation Platform)
- Adobe Illustrator
- Adobe Photoshop

EDUCATION

CareerFoundry | Online — Certification in User-Interface Design and Frontend Development

- Intensive 1000+ hours of training with industry-leading mentors and hands-on application of design processes, tools & software (e.g., Figma).
- Mastered user-research, user-testing, wireframing, user flows, prototyping, and mockups.

Texas A&M University | College Station — BS in Community Health with a minor in Neuroscience & Psychology

- Graduated Cum Laude.