# Leonie Almeida — *UI / UX Designer*

Creative and detail-oriented UI Designer with a background in healthcare, marketing and education, skilled at transforming ideas into a visually striking and functional product. Passionate about user-centered design, seeking an entry-level position to apply these skills in wireframing, prototyping, and visual design to create engaging and intuitive digital experiences for all users.

## CONTACT

- Houston, TX
- leoniealmeida16@gmail.com
- (832) 701-6767
- behance.net/leoniealmeida
- Portfolio Website
- github.com/leonielalmeida

## PROJECTS — *UI & UX Designer — CareerFoundry Projects*

**BANQ | Money Saving App**
- Designed a finance app integrated with AI by undergoing research on various competitive apps, generated ideas into ideation through sketches, designed wireframes and conducted productive user-testing to test out the app's design and feel, allowing users to optimally save their money.

**Seedly | Plant Care App**
- Focused on visual design skills by developing high-fidelity wireframes for a plant-care app (iOS and Android systems), which enabled users to keep track of their plant-care, scan plants to identify them or diagnose potential diseases, leading to a happy garden.

**Cookly | Recipe App**
- Ideated a recipe app that applied the user-centered design process by conducting user-interviews and usability testing which allowed the app to be strictly focused on users' needs and wants, producing significant improvement in their cooking abilities and dietary goals.

## EXPERIENCE

**Outlier AI, Remote — AI Writing Evaluator**
December 2024 - Present
- Assessing AI-generated text for accuracy, clarity, and relevance, providing detailed feedback to enhance performance and user experience.
- Designing and iterating prompts to improve AI functionality, ensuring outputs meet user needs and expectations.
- Conducting research and fact-checking to maintain high-quality, user-centered content.
- Identifying and resolving inconsistencies in text, contributing to more coherent and user-friendly interactions.

**Grand Avenue Pharmacy, Houston, TX — Telemarketer**
October 2022 - May 2o23
- Marketed at-home COVID-19 testing kits to past patients, enabling 50–70% of them to test at home, boosting company sales.
- Organized and structured data for efficient record-keeping.
- Provided clients with accurate, up-to-date information on COVID-19 variants, symptoms, and regulations.

**Brazos Valley Council on Alcohol and Substance Abuse, Bryan, TX — Intern & Student**
January 2022 - May 2022
- Led group education classes on health topics, helping clients meet education requirements and increase knowledge.
- Created and designed handouts on education material and a pamphlet for orientation, enhancing client engagement and information accessibility.
- Documented client data, including screenings, evaluations, treatment plans, and discharge analyses, in an organized manner.

## SKILLS

- User-Interface Design
- User Research & Psychology
- Frontend Development
- Usability Testing
- Wireframing, Prototyping & Mockups
- Marketing
- Social Media Management
- Problem Solving Skills
- Photography

## TOOLS

- Figma
- HTML
- CSS
- Javascript
- Adobe Illustrator
- Adobe Photoshop

## EDUCATION

**CareerFoundry** | Online — Certification in User-Interface Design and Frontend Development
- Intensive 850+ 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 Psychology
- Graduated Cum Laude.