Márcia Tavares

UX/UI Researcher & Designer

CONTACTS

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+31 6 16615089

SKILLS

Design

Persona
Storyboarding
Wireframing
Prototyping
Branding

Research

User interviews
Contextual inquirity
Usability & concept testing
Qualitative analysis methods

Development

HTML/CSS
JAVA
ReactNative
MySQL

Tools

Sketch
Adobe Creative Suite
InVision
Cinema 4D
Atom
Xcode
Git

Management

Stakeholders
Project objectives

EDUCATION

Master's in Multimedia Design, University of Coimbra

2012 - 2014 – Coimbra, Portugal

Final grade: 15 values (scale 0-20)

Licentiate in Computer Engineering, University of Beira Interior

2009 - 2012 – Covilhã, Portugal

Final grade: 14 values (scale 0-20)

EXPERIENCE

UI/UX Designer, Owlin

2016 - Present – Amsterdam, The Netherlands

Conducting research into user needs and context of use. Responsible for translating requirements into design solutions, mobile UX/UI lifecycle and bringing design close to development. Contributed code to several projects as well. Managed stakeholders and project objectives. Created designs for digital marketing and advertisement.

UI/UX Engineer, IPN - Instituto Pedro Nunes

2015 - 2016 – Coimbra, Portugal

Responsible for the redesign of a POS software and implementation of the system re-design. Corporative identity creation.

CERTIFICATIONS

UX Foundation Training, UX Training

2019 - Present – Amsterdam, The Netherlands

Design Thinking Fundamentals, Rochester Institute of Technology

2019 - Present – E Learning

Certificate of Pedagogical Aptitude, IEFP

2014 - Present – Coimbra, Portugal

LANGUAGES

Portuguese – Native
English – B2 Level
Dutch – A1 Level