

Julianne Bezerra

UX/UI Designer

📍 Vigo, Spain | Allowed to work (No visa needed)

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✉️ hello@juliebezerra.com

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ABOUT ME

I have +10 years of design expertise, including extensive experience focusing on the development of specific products and handling different projects across the globe. I started my early career as a Graphic Designer in Brazil. A couple of years later, I relocated to Argentina, where I directed my attention towards UI Design and initiated my involvement in UX projects. I also had the opportunity to live and work in Poland for almost 4 years, working as a UX/UI Designer consultant for B2B/B2C ecommerce projects on different platforms. In 2021 I moved to the Netherlands where I worked as an UX/UI Designer on a mobile app at a startup company. Moving to Spain in March of 2024.

WORK EXPERIENCE

Consolidated Hospitality Supplies

Senior UX/UI Designer | August 2023 - Present

- Responsible for analyzing the live product and a pre-made mockup and strategize a new Product Details Page for a ecommerce website;
- Advising on UX best practices;
- Creating a design system based on the current visual design and proposing improvements for new components;
- Building interactive responsive prototypes and creating design documentation;
- Partnership with key stakeholders as Engineering, Marketing and Customer Experience Directors to build a new Product Details Page and meet emerging users needs;
- Working with Scrum methodology to define user stories and design tasks;
- Proposed and led the Product Detail Page Design Project that delivered the redesign of the PDP for the American Hotel ecommerce website.

Incision

Senior UX/UI Designer | June 2021 - August 2023

- Proposed and led the Incision Assist Design Project that, within 3 months, delivered the MVP of the Incision Assist App, a Companion App designed to improve team performance in the operating room (OR);
- Creating mind maps, user journey and flows to identify pain points and improvements opportunities;
- Partnership with stakeholders (Design, PO, Engineering) to identify improvement opportunities, propose solutions and validate designs for our products across Europe and USA;
- Building wireframes and prototypes for App and CMS;
- Creating design documentation for developers, Product Owners and stakeholders;
- Working with agile methodologies as Scrum, for design sprints and Kanban, to track marketing tasks;
- Partnering with stakeholders on user testing sessions and design quality control for applications and web platforms.

Stacks



Languages



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Gorilla Group

UX/UI Designer | April 2020 - March 2021

- Responsible for B2B and B2C ecommerce projects for various clients in the USA;
- Proposed and led a Template Project that delivered template designs for different ecommerce platforms, like Adobe Commerce (Formerly known as Magento), Salesforce Commerce and Shopify. Templates have improved both design and development, streamlining the process and delivering faster, clearer results to clients;
- Leading research processes, discovering, creating personas, user journeys, prototyping and helping with the development;
- Performing competitive analysis and benchmarking, proposing solutions to meet user needs by improving interactions and the overall user experience;
- Designing global styles and design systems, creating the key elements and symbols based on atomic design;
- Responsible for Design QA, identifying and reporting design issues (JIRA tickets).

Codengage

UX/UI Designer | December 2018 - May 2020

- Responsible for designing different e-learning platforms dedicated to healthcare workers and students;
- Building interactive prototypes for 3 different platforms, mobile and responsive websites;
- Managing stakeholders and working cross platform with 2 product teams;
- Performing competitive analysis, benchmarks and user testing sessions;
- Proposed and led a redesign project that delivered new design and user experience for the client's e-learning platform, keeping consistency with other products from the same company and increasing customer loyalty.

Freelance

Visual Designer | January 2017 - November 2018

- Designing and redesigning brands and logos;
- Building brand books/ logo manuals;
- Creating stationary material, such as business cards, letterheads and envelopes;
- Designing graphics/ visuals for brochures, posters, banners and marketing material;
- Designing social media banners;
- Advising on visual branding directions.

YOP

UI and Visual Designer | November 2015 - November 2016

- Building interactive prototypes for YOP mobile app;
- Designing responsive web pages;
- Performing Design QA, identifying and reporting design issues;
- Collaborating with stakeholders (Design and Engineering) to pinpoint enhancement opportunities and implement design-driven solutions;
- Designing social media and in-app banners to increase end-users purchases.

Former Experiences

Tribunal Regional Federal
Graphic Designer (Internship)
Feb 2013 - Feb 2015

Design Bureau - UFPE (Federal University of Pernambuco, Brazil)
Graphic Designer (Internship)
Aug 2012 - Nov 2012

Serviço Social do Comércio (SESC)
Graphic Designer (Internship)
Mar 2011 - Nov 2013

Education

Bachelor's Degree in Design at
Federal University of Pernambuco,
Brazil - 2014