

Natalia Soares

UI/UX Designer

I'm currently based in Winnipeg working remotely as UI/UX Designer, passionate about responsive, accessible websites and illustrations.

WORK EXPERIENCE

Impulso • UI/UX Designer

MARCH 2018 - PRESENT, REMOTE

Currently, I design, develop and launch responsive websites. I work with the marketing team and collaborate closely with product managers and developers. I create and present wireframes and prototypes for clients and track data of A/B testing. I created a Design System to facilitate the maintenance of style guides and visual consistency and a Design Chapter to keep it up-to-date.

Previously, I created all marketing materials for campaigns, newsletter, social media and events.

natisoares.com • UI Developer Freelancer

OCTOBER 2015 - MARCH 2018, REMOTE

I worked with a variety of projects involving UI design, front-end, illustration & branding for startups. I was the designer responsible for launching an online course that sold 1MM Reais in one week. I worked with big financial clients in Brazil as stone.com.br & boletosimples.com.br designing and developing webpages. I also worked with an international team at Semco Style Institute designing and developing the semco.style, the Semco Style Toolkit.

Ministry of the Attorney General • UI/UX Designer

JANUARY 2015 - OCTOBER 2015, FORTALEZA - BRAZIL

I designed, developed and launched the website with 2k + daily unique visitors. I presented for stakeholders a format to advance internal process for update and publish data. My responsibilities included user flow, visual design and develop a responsive & accessible website.

AjaxTI • UI/UX Designer

DECEMBER 2013 - NOVEMBER 2014, FORTALEZA - BRAZIL

I designed, developed and launched responsive websites and internal dashboard systems. I presented layouts and facilitated design reviews with stakeholders. I was responsible for UI design, front-end & branding.

Bank of Northeast • UI/UX Designer

JULY 2012 - JUNE 2013, FORTALEZA - BRAZIL

I worked with the marketing team creating graphic materials for internal campaigns, illustrations & developed responsive websites.

University of Fortaleza • Designer

SEPTEMBER 2009 - JUNE 2012, FORTALEZA - BRAZIL

I designed and developed online courses for the university e-learning platform. I collaborated closely with professors and facilitated design reviews with stakeholders.

EDUCATION

University of Fortaleza •

Specialization

GRAPHIC & DIGITAL DESIGN

2015 - 2016, Fortaleza - Brazil

Contributed to experimental projects involving mobile app design, web usability, user interface design and persona hypothesis.

University of Fortaleza •

Bachelor Degree

SOCIAL COMMUNICATION -
PUBLICITY & ADVERTISING

2005 - 2010, Fortaleza - Brazil

Created web projects for most departments of the University working closely with professors and students. Facilitated workshops for creating multimedia and web projects.

SKILLS

Design: Wireframes & prototypes with Figma • Style guides & visual consistency • Illustrations with Adobe Illustrator • A/B Testing and experiments • User flows • Interaction design • Optimize images for web and performance with Adobe Photoshop

Development: Responsive web using Flexbox • HTML5 • CSS3 (Sass) • Basic JavaScript • Version control with Git (Github) • SVG • Static pages with Jekyll • W3C's accessibility guidelines • Animation with GreenSock • Templates for WordPress