

MARINA BRAHOLKA

Product Designer

EXPERIENCE

TBA digital ■ UX/UI Designer

Feb 2021 - Now ■ Part-time Contractor

TBA is a digital agency based in Vancouver, Canada. Since 1995, TBA has been working with many of the world's most recognizable brands, developing innovative digital products.

My responsibilities include:

- Creating wireframes and high-fidelity prototypes for a variety of clients, including: Essilor, Abbott, Virbac and Boston Scientific).
- Collaborating with the team to create new features and new solutions for the existent native iOS and Android apps.
- Creating new art concepts for videos and storyboards.

Yandeh ■ Product Designer

Dec 2020 - March 2021 ■ Full-time Remote

Yandeh is a B2B model company that focuses on the improvement of the relationship between retails and providers. I worked for them as a freelance contractor to help creating a better e-commerce platform for their users.

My core responsibilities were:

- Creating a Design System from scratch based in the branding to help them to unify all the User interfaces and maintain design consistency.
- Implementing new solutions for the existent pages in the dashboards.
- Developing new features based on UX research with real data from the platform users.

Hero99 ■ UX/UI Designer

Sep 2018 - Sep 2019 ■ Full-time

I Worked as a contractor for the second biggest seaport in Brazil, they have a massive system and almost 4.200 companies working with it. I was the only UX/UI Designer in a team with 12 developers and software engineers.

I was responsible for:

- Conducting User research, Interviews, Surveys and presenting the results to the stakeholders.
- Conducting Design sprints with the developers for better understanding of the system.
- Idealizing and creating Personas, Scenarios and User flows.
- Conducting Usability testing (AB Test)
- Creating Mid and high fidelity prototypes.
- Creating new solutions for the existent Salesforce platform using Lightning Design System.

Midiaweb ■ UX/UI Designer

Jan 2018 - Sep 2018 ■ Full-time

Midiaweb is a digital communication agency that develops and manages strategies to position clients' brands in the digital universe.

I worked there creating websites, apps, and designing social media content for different types of clients.

Most of my obligations were:

- Building the wireframes and high fidelity prototypes.
- Conducting interviews with users.

CONTACT

ma.braholka@gmail.com

(778) 697-9592

www.brhlk.design

EDUCATION

Cornerstone International Community College of Canada

Web Development Diploma

2020-2021 ■ Vancouver, Canada

Red Academy

User Experience Diploma

2019-2020 ■ Vancouver, Canada

Federal University of Technology Of Parana

Graphic Design Degree

2009-2014 ■ Curitiba, Brazil

SKILLS

Prototyping
Design Systems
User Research
Wireframing
Visual Design
User flows
Personas
Brand Design
Illustration

TOOLS

Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Figma
Miro
Invision App
Sketch
Marvel App
Proto.io
Procreate