

Fernanda Kanamori Kuba

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Education

Parsons the New School for Design, New York, NY, United States of America

Bachelor of Business Administration in Strategic Design and Management, *May 2016*

Coursework: Retailing, Marketing, Design and Finance for Management, Analyzing Trends

Inspier, São Paulo, SP, Brazil

Bachelor in Business Administration, *January 2008 - December 2010*

Escola São Paulo, São Paulo, SP, Brazil

Fashion courses, September 2011 - December 2011

Coursework: Cutting and Sewing, Moulage-Constructing Fashion, Fashion Photography

Senac, São Paulo, SP, Brazil

Refinement in Fashion Production *March 2011 - June 2011*

Experience

Freelance Designer

- Designed company's logo
- Facilitated the creation of the company's image
- Consulted on the design of the mobile app interface
- Created the magazine ad for the client's awareness campaign

Companies: **W2T**, São Paulo, Brazil *October 2015*

Rubão 50, São Paulo, Brazil *March 2015*

Medrano Group, São Paulo, Brazil *November 2014 - January 2015*

Shopdiem, São Paulo, Brazil *August 2014 - October 2014*

Triple Seven Accelerator, São Paulo, Brazil *June 2014 - July 2014*

QuickPop, São Paulo, Brazil *May 2014 - June 2014*

TransKuba Transportes Gerais, São Paulo, Brazil *December 2013 to January 2014*

Motivate Design, New York, United States *March 2015 - July 2015*

UX Research Intern

- Helped with the development of internal projects
- Observed and analyzed usability testing
- Analyzed data, finding trends and patterns
- Developed the competitive analysis for the business
- Assisted with the improvement of company's culture

KTG Kuba Transportes Gerais, São Paulo, Brazil *February 2010 - February 2011*

Financial Analyst

- Collected and compared daily cash flow
- Coordinated weekly and monthly report presentations for the board of directors
- Assessed number analysis for decision making alongside board of directors

Skills Computer Programs

Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Adobe Illustrator, InDesign and Bridge

Languages

Portuguese and English