



VANESSA
CASTILHO

■ UX/UI DESIGNER

CAREER OBJECTIVE

As a designer, I have a deep interest in human-centered design and user experience research. I like to solve problems and create innovative concepts that are adaptable to all users. I am looking for new opportunities to develop my additional skills as a user-experience designer.

TECHNICAL EXPERTISE

Strong working knowledge of a range, but not limited to the following:

Graphic Design



Web Design



User Experience



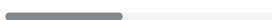
Figma



HTML / CSS



Javascript



Adobe Creative Suite



LANGUAGES

English



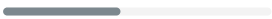
Portuguese



Spanish



French



EDUCATION

2018

■ UX RESEARCH FOR AGILE TEAMS

UDEMY

2017

■ UX & WEB DESIGN MASTER COURSE

UDEMY

2009 - 2012

■ GRAPHIC DESIGN

SENAC - BRAZIL

WORK EXPERIENCE

2019 - Present

UX/UI DESIGNER

BOATS GROUP

MIAMI, FL

- Chart the design, coding (HTML, CSS, and JS), and administration of A/B Tests across YachtWorld, Boat Trader, and boats.com (combined 10 million monthly viewers) with a focus on increasing conversions, page views, and retention.
- Conduct extensive user research to transform inputs and behavioral data into design insights to enhance the portals. conversions, page views, and retention.
- Lead the creation of storyboards, wireframes, user flows, prototypes, and site maps to effectively demonstrate interaction design concepts for the app and website. Closely collaborate with development teams in the implementation of designs.
- Partner with Product Managers to define and execute on overall project objectives, deliverables, and timelines.

2018 - 2019

WEB IMPLEMENTATION SPECIALIST

BOATS GROUP

MIAMI, FL

- Oversaw the delivery of over 45 fully responsive websites within a year in Agile/Scrum environment.
- Administered production and launch of new websites, as well as a coordinated pipeline of various staged projects. Closely communicated with developers, account management, and internal stakeholders.
- Effectively utilized HTML, CSS, and bootstrap to develop responsive websites and meet modern standards.
- Played a key role by executing branding, logo, and product redesign for website clients.
- Cooperated with Product Owner in the delivery of elegant and engaging designs to be applied to website products (templates) targeting UX/UI improvements.
- Liaised with internal and external design/dev resources to implement scalable front-end templates and design modules.



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