

# Wellington Alexander

## UI/UX Designer

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Ireland

### Socials

Github  
@welintonfer

Dribbble  
@welintonfer

### Education

Meta Front-End Developer  
Specialization  
Issued Nov 2023  
Credential ID 768ZFU55D8K6

UX Strategy  
Diverging and tapering ideas

Figma and Sketch  
Sketch: Nielsen's 10 heuristics in  
creating a layout I

UX Usability  
Make your mobile life easier

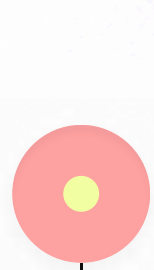
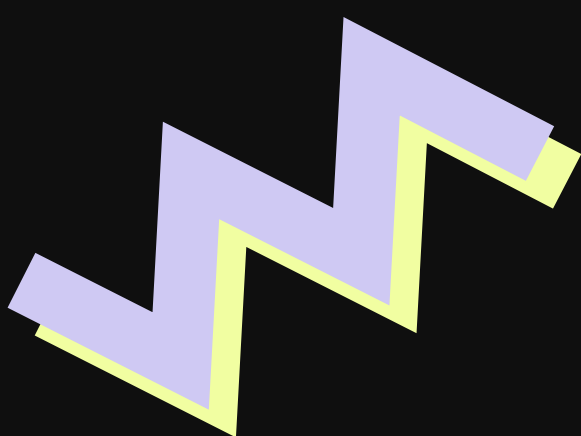
Web Standard  
The first steps with layouts, grids and  
good practices

BA in Graphic Design  
Centro universitário UniCuritiba

### Languages

Portuguese  
Native

English  
Professional working



## Experience

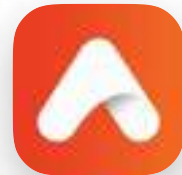
Present – Jul 2021 📍 Dublin, Ireland



Lead Product Designer  
Eir

I am accountable for the comprehensive design of Eir's websites, including the creation of assets and leading digital projects from a user experience standpoint. I outline the customer journeys to provide a top-notch experience for users on both sales and service platforms.  
I outline the customer journeys to provide a top-notch experience for users on both sales and service platforms.  
I outline the customer journeys to provide a top-notch experience for users

Feb 2019 – Jul 2021 📍 Dublin, Ireland



UI/UX Designer  
Matrix Internet

Worked as a UI/UX Designer at Matrix Internet, leading in web design, development, CMS Sites, and digital marketing. Conducted UX Audits, crafted wireframes, and developed style guidelines for consistent design. Created graphics and videos for social media. Worked from February 2019 to July 2021. [Read more about my experience at Matrix Internet here.](#)

Jan 2016 – Jan 2019 📍 Dublin, Ireland



Front-end & UI/UX Designer  
Point Blank

Led UI/UX projects from concept to completion, ensuring exceptional results for flagship Time & Attendance product. Collaborated daily with Project Manager and Product Owners to exceed business requirements. Researched competitive landscape, created wireframes, interactive prototypes and hi-fidelity visual UI designs with Sketch and InVision. Played an active role in client usability studies and testing, presenting designs to stakeholders with confidence. Worked closely with development team, utilising HTML/CSS/SASS expertise to create accurate style guides. Adept in prototyping, design documents, user journeys, interaction design, usability testing, UX research, user flows, user-centred design, and information architecture. [Read more.](#)

Jun 2015 – Jan 2016 📍 Lisbon, Portugal



Front-end & UI/UX Designer  
Docsmart.AI

Supported Creative Director in large-scale UI/UX projects at Docsmart.AI, a leading AI company that delivers highly efficient machine learning solutions in raw or contaminated data environments. Developed information architecture based on data collection and presented UI/UX concepts to stakeholders and leaders. Utilised Sketch for wireframing and specification and prototyped the backend with HTML5, CSS3, and Bootstrap. Adept in CRM, prototyping, design documents, user journeys, interaction design, usability testing, UX research, user flows, user-centred design, information architecture, and design. [Read more.](#)

Jun 2013 – May 2015 📍 Foz do Iguaçu, Brazil



Front-end & UI/UX Designer  
Kionux Internet Solution

Led UI/UX design for international clients, improving user experience with innovative designs for marketplaces and e-commerce sites. Produced wireframes, interactive prototypes, and high-fidelity visual designs while establishing a systematic approach for delivering assets and design specs to the development team. Skilled in CRM, prototyping, usability testing, UX research, user-centred design, information architecture, and design. ["Read more"](#) about my experience at Kionux.

Apr 2012 – Dec 2012 📍 São Paulo, Brazil



Web Developer  
Virtualiza São Paulo

Led e-commerce projects for major companies in São Paulo and Rio de Janeiro, utilising my skills in PHP, JS, HTML, and CSS to successfully redesign websites for online self-serve advertising solutions. Created hi-fidelity mockups, wireframes, and workflows while ensuring top-notch usability and interaction design. Conducted usability testing and UX research to ensure high user satisfaction, and collaborated with front-end developers and QA to ensure successful implementation. Passionate about web design and creating effective marketing strategies that generated great results for businesses. ["Read more"](#) about my experience as a Front-end Developer.

Apr 2011 – Dec 2011 📍 Curitiba, Brazil



Web Designer  
Diretriz Feiras e Eventos

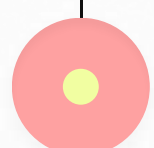
As a web designer at a top trade show promoter with over 600 events under their belt, I managed online design and development for all event websites. I created user-friendly interfaces that improved conversions and enhanced the consumer experience. Collaborating with a team of five, I played a vital role in successful product launches, resulting in increased visitors and consumer satisfaction. Proposing new ideas such as company blogs and viral newsletters, I worked closely with partners such as Google and Omniture to track and measure success. I believe in the power of design to shape brand identity and drive business growth. [Read more.](#)

Jun 2015 – Jan 2016 📍 Lisbon, Portugal



Web Designer  
UniBrasil Centro  
Universitário

As a skilled web designer, I excelled at UniBrasil University Center where I led the visual design and development of their main website. My responsibilities included UI design, wireframing, screen layouts, and conducting product research reports to ensure optimal user experience. I also managed the web development for all intranet and website and designed a uniform set of over 50 unique web application icons. My constant evaluation and usability tests ensured maximum user satisfaction. My skills in CRM, prototyping, usability testing, design documents, interaction design, and user journeys were vital to the project's success. [Read more.](#)



## Skills



Design



Development

Web  
Design

Mobile  
Design

User  
Experience

Wireframing  
Prototyping  
Testing

Design  
System

HTML

CSS

JS  
(Coming soon)

Web Standard

