

# ANA PAULA BRASILEIRO



• Digital & UI Designer •

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Horley - Surrey

Digital and UI Designer with a background in Business and Fashion Design. I am currently looking for a role that allows me to further develop my Visual and UI design skills and apply them to projects that are intuitive, aesthetically pleasing, technically refined and delightful to interact with.

## EXPERIENCE

### JUNIOR DIGITAL DESIGNER

#### Heal's

*Feb 2022 - Present, London*

- Produce compelling email visual content that drives engagement and brand perception
- Create brand-appropriate graphics and layout for marketing emails
- Utilise brand photography to its fullest potential to create visually engaging and commercial content
- Deliver a compelling look and feel for the website throughout the year that helps to drive conversion
- Help develop and implement seasonal and promotional designs
- Create impactful promotional assets for the site
- Update content pages across the site eg homepage & landing pages through Pagebuilder and Zmags

### JUNIOR DIGITAL DESIGNER

#### Truphone Limited

*Oct 2021 - Feb 2022, London*

- Support campaign managers with visuals for organic and paid social campaigns such as graphics, images, PDF's, social posts, ads, presentation decks
- Create effective, dynamic and well-thought-out internal and external presentations
- Produce creative designs for the website and rich content
- Work on the brand enhancing assets the company already has and make suggestions on how to evolve going forward
- Work within existing brand guidelines and designs to version out print collateral, image-based e-mails, and digital assets for our website and social media channels
- Conceptualise assignments by designing layouts of art, including arrangement, size, typography, style, and related aesthetic concepts as per specified media requirements
- Adjust existing designs and copy according to stakeholders' requirements

### DESIGN AND IMPLEMENTATION SPECIALIST

#### Valutrades LTD

*Jan 2019 - Oct 2021, London*

- Review and evaluation of the company systems (website, intranet and other subsystems)
- Propose and design solutions to improve customer experience
- Introduce the employee advocacy platform to increase company exposure in social media
- Ensure timely and robust delivery of new services and product features
- Work closely with customers and colleagues to understand user's pain points, discover new opportunities and optimize customers' experience as well as internal processes
- Support the improvement of web user experience using responsive design, intuitive navigation and clear content organisation

### FREELANCE GRAPHIC AND VISUAL DESIGNER

#### Recanto Infantil Pinduca (Nursery School)

*Dez 2018 - Present, Brazil*

- Create designs, concepts, sample layouts and communication material for varied media formats such as email, website and social media

## FREELANCE GRAPHIC AND VISUAL DESIGNER

Silvery Store - [www.silverystore.com](http://www.silverystore.com)

May 2020 - Jul 2020, London / Portugal

- Develop the company's branding guidelines and material design including logo, color palette, typography, among others.
- Build the website using the Wix platform adhering to the branding guidelines
- Social media design

## FREELANCE GRAPHIC AND VISUAL DESIGNER

Alma És - [www.alma-es.com](http://www.alma-es.com)

Jun 2018 - Apr 2019, London

- Create the company's identity including branding guidelines and material design
- Develop the website using HTML and CSS (Bootstrap)

## EDUCATION

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### UI DESIGN CERTIFICATION

CareerFoundry

March - November 2020, Remote

- Intensive project-based program focused on UI & UX design processes, responsive web design and techniques, mobile app design followed by a frontend development specialization

### BACHELOR IN BUSINESS AND FASHION DESIGN

Anhembi Morumbi University

January 2002 - December 2006, São Paulo, Brazil

- Degree Certificate recognised by the French body - CIEP Enic Naric
- Degree Certificate recognised by the Danish Ministry of Higher Education and Science

## SKILLS

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### TECHNICAL SKILLS

Wireframing & Prototyping  
Typography  
User Research  
Usability Testing  
Style guide creation  
Animation and branding  
Mobile and Web design  
Basic HTML, CSS and Javascript

### PROFESSIONAL SKILLS

Creative thinking  
Problem solving and critical thinking  
Keen eye for aesthetics and details  
Exceptional team player  
Multitasking and Accuracy

## TOOLS

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Illustrator	Invision
Photoshop	Marvel
Adobe XD	UsabilityHub
Sketch	Github
Figma	Jira
Flinto	Microsoft Office

## LANGUAGES

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Brazilian Portuguese: Native

English

French

