

# Samantha F. de Oliveira Souza

UX/UI & Product Designer

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## Professional Experience

### ● Proveu Indústria Eletrônica | SET 2018 - JUNE 2021

Manufacturer and developer of solutions to people management market. Operates through Brazil with a network of authorized dealers and specialized technical assistance.

- Intern in Advertising and Digital Marketing. I designed and developed the website.
- After internship period, I was freelance **Marketing Manager**.

### ● SF. PUBLICIDADE - Samantha Fonseca | MAY 2019 - Until Now

Freelancer | [www.samanthafonseca.com](http://www.samanthafonseca.com) (portfólio)

- A business of its own with a total of 8 client companies offering Advertising, Webdesign, Graphic Design and UX Research services. Some clientes: DROGARIA SILVA JF, ACUTTIS, PEÇAS MM, BORA.
- Development 6 websites products, 2 UX/UI Design, UX Research and WordPress process | 2021.

#### ● ACUTTIS | FEB 2021 - JAN 2022

Software to manage employee working hours. 100% online and in the cloud.

- Freelancer full-time | [www.acuttis.com.br](http://www.acuttis.com.br) (UX process: personal release)
- UI Design | Social Media | Graphic Design | Complete Digital Marketing

#### ● BORA SER FELIZ SEMPRE | OCT 2021 - MAR 2022

The first Sexual Wellness brand in the city of Juiz de Fora and region

- Freelancer full-time | [www.boraserfelizsempre.com.br](http://www.boraserfelizsempre.com.br) (personal release)
- UX Strategy | UX Research | UX Design | UI Design | WordPress Development

### ● DRIVEN.CX | OCT 2021 - MAR 2022

Largest independent advisory group for large corporations and digital transformation projects.

- I create digital projects for large market customers such as Pandora, Indiana Pharmacy, Klabin, among others, through Figma. For this, I produce wireframes, heuristic analysis, low and high fidelity prototypes, build the journey and experience that the user will have within the platform, whether Desktop and/or Mobile, and present the projects using specific and relevant arguments. Always aiming at the success in experience users and the satisfaction of customers.

## Other Experience

### ● UniPsi: Psychological care for university students beyond geographical barriers.

UX/UI Design Case Study | [Access the link here](#)

### ● CHÁRME tea | SET 2020 - NOV 2021

The brand offers a list of functional tea blends.

- Founder and creator of the brand. Responsible for all administrative, visual identity and product design

## Complementary projects and awards

- **Writer:** [UX COLLECTIVE Br](#) - (2 published articles);
- **1º Company in Juiz de Fora to have a Podcast:** Donna Belli client;
- **Highlight of the year - Excellence in Sales Promotion and Merchandising - MAY 2019:** Alpino Chocolate Sales Promotion and Merchandising Campaign;
- **Creative Dawn Contest. Advertising Challenge - NOV 2016:** Winner in Advertising. Competition between all periods of Publicity and Propaganda at Universidade Estácio;
- **Highlight of the Year at Estácio University - NOV 2016;**
- **Featured Work IV Social Communication Seminar at Salgado de Oliveira University - SEPT 2015:** Winning team of the best work presented between the period of the Publicity and Propaganda course.

## Education

2022 **MBA IN UX RESEARCH OPS AND DESIGN** | UX UNICÓRNIO

Research Operations and Design Leadership

2021 **CONDUCTING USABILITY TESTING** | INTERACTION DESIGN FOUNDATION

Design a user test and set test goals to evaluate products and interfaces | Build a user test plan using industry best practices | Run a user test smoothly and effectively, avoiding common mistakes throughout | Provide actionable insights to stakeholders through reports on the results of usability test observations.

2021 **UX, UI & PRODUCT DESIGN** | UX UNICÓRNIO

UX Interface Design | UX Strategy | Research UX | Experience Mapping | UX Writing | Basic Frontend | Workshops and Sprint 2.0 | UX in remote environments | UX in agile environments

2019 **PUBLICIDADE E PROPAGANDA** | Bacharel em Universidade Estácio

Marketing Strategy | Storytelling | Media | Campaigns | Advertising Writing | Advertising Communication | Sales and Merchandising | Radio | TV | Advertising Photography | Website | Information Architecture | Endomarketing | Processes management

## Certificates

**Bootcamp Aceleração Global UX Designer #1 Inter** | Digital Innovation One Inc.

**Conducting Usability Testing #116631** | Interaction Design Foundation

## Skills

### SOFT SKILLS AND COLLABORATION

Creativity, enthusiasm, working with passion and loving what I do. Excellent interpersonal skills. Gentle and empathetic temperament.

### UX DESIGN, UX RESEARCH, UX WRITING E UI DESIGN

Personas, User Journey Maps, Flows, Wireframes, Prototypes, Style Guides. Quali and quantitative research, Interviews, Questionnaires, Usability tests, Competitor analysis. Data Analytics (Google Analytics and Data Studio).

### PROTOTYPING AND CODE TOOLS

- Figma, Adobe XD, Skatch, Invision
- HTML | CSS | WordPress

### LANGUAGES

Portuguese: Native | English: Intermediary | Espanhol: Basic