# Samantha Fonseca Oliveira

**samanthafonseca.com**

UX/UI & Product Designer | UX Research

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## Education

**2022 MBA IN UX RESEARCH OPS AND UX DESIGN LEADERSHIP** | FTC → **In Progress**

In partnership with the Toronto School of Management. (Curitiba College of Technology - Brazil)

**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 ADVERTISING AND SOCIAL COMMUNICATION** | Bachelor in Estácio University Brazil

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

## Professional Experience

● **UX/UI Designer** | **DRIVEN.CX Company  -  OCT 2021 - MAR 2022**

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

· I created digital projects for large market customers such as **Pandora, Pandora + Marvel, LACTA, Indiana Pharmacy, Klabin S.A, New Holland, Case Construction**, among others, through Figma.

For this, I produced: 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.

● **Private Business** | **SF. PUBLICIDADE / Ruby Digital Solutions -  MAY 2019 - Until Now**

www.samanthafonseca.com (portfolio)

· Offering to clients companies: Advertising, Webdesign, Graphic Design and UX/UI Design and UX Research services. Some clientes: DROGARIA SILVA JF, ACUTTIS, PEÇAS MM, BORA, ALSTEC.
· Developement 11 websites products. 3 with UX/UI Design, UX Research and WordPress process | 2021.

● **UI/UX Design** | **Acuttis Company**

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

· www.acuttis.com.br (UX process: personal release)
· Wireframe | Style Guide | Low Fidelity Prototype | Development and Usability Testing with Heat Map. Social Media | Graphic Design

● **UX/UI Designer & UX Research** | **Bora Ser Feliz Sempre Company**

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

· www.boraserfelizsempre.com.br
· UX Strategy | UX Research (Quantitative and Qualitative Research) | UX Design (Personas, Journey Maps, Empathy Map, Storytelling and Shopping Journey) | Usability Testing | UI Design | WordPress Development.

● **Some others Websites that I created**

- www.pikecleaningservices.com
- www.incometaxestexas.com
- www.proveu.com.br
- www.rubydigitalsolutions.com

- www.ibrem.com.br
- www.drogariasilva.com.br
- www.pecasmm.com.br
- www.metodonpv.com.br

- www.viapemala.com.br (UX/UI)
- www.samanthafonseca.com (my portfolio)

● **Marketing and Advertising | Proveu Electronic Industry Company - 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 Mananger**.

## Other Experience

● **UniPsi: Psychological care for university students beyond geographical barriers.**
UX/UI Design Case Study | Access the link here

- Desk Research, Quantitative and Qualitative Research | Analytics | Prioritization Matrices | Personas and persona validation survey | Journey Maps | Benchmarking | Impact versus Effort Matrix | Wireframes | Low fidelity Prototype | Usability Testing | Style Guide | High Fidelity Prototype | Second Stage Usability Testing

## Complementary projects and awards

- **Writer:** UX COLLECTIVE Br - (2 published articles);
- **1° 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.

## Certificates

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

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

## Skills

**TOOLS, PROTOTYPING AND CODE**
- Office Packege (Excel, Word and Power Point)
- Adobe Packege (Photoshop, Illustrator, Adobe XD, Lightroom, Premiere etc.)
- Figma | Skatch | Invision
- WordPress | HTML | CSS

**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).

**LANGUAGES**
Portuguese: Native | English: Advanced | Espanhol: Intermediary