

# PRISCILA MATTOS

UX | UI DESIGNER

## PERSONAL PROFILE

I decided to become a Designer motivated by my passion for technology, focusing my creativity and empathy to develop solutions to everyday problems. I am excited to join your team and put into practice the techniques I learned to satisfy the user's needs.

## JOB EXPERIENCE

### Freelance Designer

MARCH 2020 - PRESENT

- Redesign the layout of a new phone website and app;
- Ideation of Visual Branding and new website for WM Renovadora;
- UX Research (Competitor Analysis, prototypes, usability testing, user interviews).

### Finance and Admin Lead

IRESTIFY INC.

MARCH 2019 - MARCH 2020

- Office administration
- Bookkeeping
- Daily, Weekly, Monthly transactions in Xero Accounting;
- HR assistance

## SKILLS & EXPERTISE

- Design Thinking
- Mobile User Experience
- Problem solving
- Heuristic Evaluation
- Sketch, Adobe XD, Adobe Illustrator, Figma, InVision
- User-Centered Design
- Wireframes & Prototype
- HTML5 & CSS

## YOU CAN REACH ME AT:

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[www.priscilamattos.com](http://www.priscilamattos.com)

## EDUCATION & TRAINING

### UX DESIGNER

JUNO COLLEGE OF TECHNOLOGY

MAY - JULY 2020

- Heuristic analysis; Information architecture; Research synthesis; Accessibility; Empathy Mapping; Personas and Mental Models; Prototyping; Emotional Design; Human-Centered Design; Usability Testing.

### UI DESIGN

UI LAB - JUNE 2020

- User flow;
- Visual Design: Styleguide, Colours, Typography, Grids, Visual Hierarchy, Contrast, White Space, Fonts and Icons.