

Daniele de Almeida

UX/UI Designer

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[LinkedIn](#)

[Portfolio](#)

ABOUT ME

A focused, hard-working, and detail-oriented designer with over 4 years of experience, adept at balancing user needs with business goals to deliver exceptional products.

WORK EXPERIENCE

Freelance — UX/UI Designer

September 2023 - Present

- Created custom logos and graphics to convey business values and objectives, adding value to the visual design.
- Collaborated with the team to develop visual solutions that enhanced user experience and improved content presentation.
- Developed landing pages using WordPress and Elementor.

B4S company, São Paulo — UX/UI Designer

March 2022 - August 2023

- Collaborated with product and engineering teams to define and execute product requirements, ensuring a seamless user experience.
- Designed and implemented new design concepts for existing websites, focusing on user engagement and satisfaction.
- Built institutional website designs using Figma.
- Developed landing pages using WordPress and Elementor.

Freelance, Recife — UX/UI Designer

February 2020 - March 2022

- Developed user-centered layouts and visual identities for a business portal, using Figma, HTML, CSS, and JavaScript.
- Created wireframes and design concepts for websites, ensuring intuitive and engaging user experiences.
- Migrated websites from Wix to WordPress, optimizing performance and user interface.

EDUCATION

Digital Product UX/UI Design, FLAG

05/2023 - 03/2024

LLB, Catholic University Of Pernambuco

2011 - 2016

SKILLS

Design Tools: Figma (Auto Layout, Components, Variants), Adobe XD, Illustrator, Photoshop;

Design Skills: Branding & Identity, Wireframing, Visual Design, Design Systems, Information Architecture;

User-Centered Design: User Research, UX Writing, Agile UX, Usability Testing, A/B Testing;

Web Development: HTML, CSS, Bootstrap, JavaScript, WordPress, Elementor.

LANGUAGES

- Portuguese - Native
- English - Advanced