



Carolina de Paula Freitas

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Date of birth: 27/09/1989 **Nationality:** Portuguese

ABOUT ME

Self-taught, i am researcher, lover of technology, digital revolution and design, equipped with a fertile imagination. I am a hard-working individual with excellent time management skills. I worked in team, I have acquired very good interpersonal skills and I am naturally service minded. I am loyal and personable and calm in all situations.

WORK EXPERIENCE

[06/2022 – Current]

Marketing Assistant

LUNVR

City: Saint Julian's

Country: Malta

Manage the CRM system Fast Track for gaming business.
Creating promotional campaigns.

[31/05/2021 – 30/11/2021]

Product Designer

RecargaPay

City: São Paulo

Country: Brazil

Segment: Telephone, Transport, Delivery, Loan, Payments. Develop products or app improvements.

Flow, Rules, Interface, Presentation and implementation with IT.

[30/11/2011 – 30/04/2021]

Ux/UI Designer and Front-End Developer

Rede Ponto Certo

City: São Paulo

Country: Brazil

Apps and Self-Service: Strategic business vision and viability, competitor benchmarking, UX, UI, Microcopy, Angular, Ionic, user testing and post development approval.

Front-end: Layout design, HTML5, CSS3, IONIC, ANGULAR, NODEJS, GITHUB, and optimized SEO.

Optimize internal operational processes.

[30/09/2010 – 31/10/2011]

Front End Developer

InterAmplitude

City: São Paulo

Country: Brazil

Creation and development of Wordpress themes.

Website maintenance and development in: HTML, CSS, JQuery and Flash.

[31/12/2007 – 30/09/2010]

Restoration of Digital Images

Open Photo

City: São Paulo

Country: Brazil

Editing, restoring, manipulating and creating images.

EDUCATION AND TRAINING

[2017 – 2018]

UX for Digital

Converge You

City: São Paulo

Country: Brazil

UX, UI - Interface Design, Web Analytics, Information, Architecture, Test Methodology, Usability Tests, Design Thinking, MVP / Prototyping

[2011 – 2013]

Multimedia Production

FMU | FIAM-FAAM

City: São Paulo

Country: Brazil

[2009 – 2010]

ICS Web Designer

Impacta Tecnologia

City: São Paulo

Country: Brazil

[05/01/2022 – 05/06/2022]

English Language Academy

LSC Malta

LANGUAGE SKILLS

Mother tongue(s): Portuguese

Other language(s):

English

LISTENING A2 **READING** A2 **WRITING** A2

SPOKEN PRODUCTION A1 **SPOKEN INTERACTION** A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Wireframes | Design System | UX / UI | XD, Figma, Sketch | Business and Technology | Microsoft Office | Design Thinking | Figma | Sketch | User Experience | Adobe XD | Responsive Design | User Flow | Prototyping | User Centered Design | Adobe Illustrator | Mockups | Wireframing | Sistemi operativi (Windows MacOS iOS Android) | Microsoft word, microsoft excel, power point | GIT Hub | Benchmark

COURSES

[01/2021 – 03/2021]

FIAP - Design Thinking

[View Certificate](#)

[12/2017 – 12/2021]

UX/UI - Alura - 17 completed (118 hours)

[View Certificate](#)