

# Marcielli Oliveira

UX/UI Designer

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## Summary

I'm a generalist **UX/UI Designer** and work as a Web Systems Analyst at Comunicare. I hold a degree in Analysis and Systems Development and a postgraduate degree in UX/UI Digital Product Design and Graphic Design. I'm looking to transition permanently into UX/UI Design.

## Experience

### Comunicare - Web Systems Analyst

Dec/2021 - Current

Low-Fi e High-Fi Prototype CSD Matrix Desk Research Personas Sitemap Wordpress SEO

Comunicare is a Communication Advisory company. One of the services offered is the development and maintenance of websites, landing pages, and blogs. They have clients in states such as São Paulo, Rio de Janeiro, and Minas Gerais.

- End-to-end development of web platforms, from ideation with UX/UI processes to implementation in Wordpress, and daily maintenance focusing on responsiveness and high performance using platforms such as Google Analytics for metric analysis.
- Creation of low and high-fidelity prototypes for web platforms across device sizes. I have experience with Adobe XD and currently work with Figma;
- Before programming, I apply the Double Diamond methodology in the website creation process, including: Brainstorming, CSD Matrix, Desk Research, Quantitative/Qualitative Research, Persona Creation, Empathy Maps, Competitive Analysis using Nielsen's heuristics, User Journey, and Sitemap. It's not a linear process, so I adapt it to each project;
- In daily maintenance, I identify strategic adjustment opportunities for enhancements and new implementations based on client/user needs;
- My background as a graduate in IT and experience as a Web Systems Analyst allow me to have a programmer's perspective on the technology used in projects, as well as a holistic view of design. This enables me to ensure that user experience applied to screens is effective, with a focus on user-page interaction;
- Low-code development using Wordpress with Elementor themes and plugins;
- Involvement in graphic design projects such as newspapers, magazines, flyers, stickers, event giveaways, desk calendars, etc;
- Participation in digital projects such as ebooks, whitepapers, social media posts for the company and its clients, and banners for websites.

### I'm Consultoria & Software - UI Design

Jan/2021 - Dec/2021

Low-Fi e High-Fi Prototype Website Maintenance Wordpress Woocommerce Elementor

I'm Consultoria & Software is a Cloud Management Systems company that helps businesses issue invoices and payment slips easily. It also provides inventory management and comprehensive sales reporting

- Development of the company's Management System screens in UI with Figma;
- Development of the company's website screens;
- Participation in the preparation of business documents and proposals;
- Development of the company's official website using Low Code with Wordpress and Elementor.

### INPE - Low Code Project - Transparency Portal

Jan/2021 - Dec/2021

Wordpress Elementor Transparency Portal Data Organization

The INPE (National Institute for Space Research) is a Brazilian federal institute dedicated to space research and exploration, established in 1961. I worked on the project for Cachoeira Paulista.

- Design and development of the transparency portal for INPE. Contributed to selecting the best plugins and implementing them on the Wordpress site for data entry and visualization in tables, allowing secretarial staff to enter information and management to analyze data on Faculty and Students, such as days, times, and other postgraduate program details.

## Guia Taubaté - Web Designer UX/UI

Apr/2019 - Mar/2021

Low-Fi e High-Fi Prototype   Illustrador   Photoshop   HTML   Wordpress   Bootstrap   Adobe XD

The Guia Taubaté is a company specialized in internet services and information technology, focused on informing, entertaining, and promoting the city of Taubaté and its business market. It also provides consulting and advisory services in Digital Marketing.

- Participation in end-to-end web page development processes, from ideation to final development stage, always focusing on performance and user experience;
- Creation of high-fidelity UI prototypes for web platforms using Adobe XD, with implementation of custom images and icons using Photoshop and Illustrator;
- Participation in front-end development of screens using Bootstrap and Javascript;
- Development of sites and landing pages using Wordpress with low-code solutions;
- Direct contact with clients to understand their needs and translate ideas into intuitive and usable projects;
- Managing resources and deadlines, balancing creativity, project constraints, and delivery dates.

## Volunteer Work

- **Vila Vicentina** - Design and programming of a website for a nursing home      2024 - Current
- **Projeto Clareana** - Project for underprivileged children in my neighborhood      2018 - 2021
- **Fatec Melhor Idade** - Project to teach computer skills to seniors      2015 - 2016

## Education

### Postgraduate degree - Anhanguera

- Product Design UX/UI      Jan/2023 - Jun/2023
- Graphic Design      Jul/2023 - Jan/2024

### Undergraduate degree - Fatec

- Systems Analysis and Development      Jan/2015 - Jan/2018
- Business Management      Jan/2010 - Jan/2013

## Certifications

- **User-Centered Design** - PUCRS with Don Norman      2024
- **UX Design Process: empathize, define, and ideate** - Google      2024
- **Creative Writing - Techniques and Practices** - PUCRS      2024
- **Fundamentals of User Experience Design** - Google      2023
- **Design Thinking: Learn to Find Creative Solutions** - Potência Feminina      2021
- **Concepts of Responsiveness and User Experience** - DIO      2021
- **Figma - Creating Interfaces from Scratch to Final Prototype** - Coursae      2021
- **Hello Design Thinking - IDEO's Online Learning Experience** - David Kelley      2020

## Languages

- **English** - Advanced      • **Spanish** - Beginner

## Software and Tools

Adobe Photoshop   Adobe Illustrator   Adobe InDesign   Adobe XD   Figma   Wordpress  
Google Analytics   Elementor   Pacote Office   Sublime   Visual Studio   Capcut

## Additional Information

- Experience with HTML/HTML5, CSS/CSS3, Bootstrap Framework;
- Experience with Agile Methodology Double Diamond;
- I participated in training workshops by CIEE on topics such as Professional Image, Concentrated Attention, Interpersonal Relationships, Leadership, and Problem Solving;
- My portfolio is currently located at ([www.papelariadecora.com.br/marcielli](http://www.papelariadecora.com.br/marcielli)). I am in the process of migrating to the following domain: [www.marcielli.com.br](http://www.marcielli.com.br).