| Ana Cláudia G. Cabral**UX/UI Designer | Product Designer**Product designer based in Berlin with over two years of experience translating ideas into visually appealing, user-centric solutions.  | www.anaclaudiacabral.com/enwww.linkedin.com/in/anac-cabralgoncalvesc.anac@gmail.com+49 1573 4539026 |
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| WORK EXPERIENCEUX-UI Designer / PaschoalottoSeptember 2022 - February 2024* Collaborated closely with PO, PM, and Developers to enhance the experience of over 9,000 users on a CRM platform focused on customer service in the financial context of credit recovery. Engaged in key activities such as discovery processes and stakeholders alignment.
* Led the research and design of the products Design system, supporting the creation of interfaces, new features and components.
* Enhanced critical flows of the payment management platform for B2C users, impacting 320,000 users monthly.
* Created an extensive customer journey map that guided the company's future strategy, integrating B2C and B2B solutions.

UX-UI Designer / FreelanceJanuary 2022 - September 2022* Conducted research and executed website redesigns for entrepreneurs, while also managing side projects and case studies.

EDUCATION Scalable Design system in Figma / cfPROFebruary 2024 - PresentDigital accessibility / How bootcampJune 2023 - July 2023User experience design / Design circuitMay 2022 - February 2023Bachelors degree in Psychology / Unesp2013 - 2017 | HARD SKILLS• Design Thinking• UX Research• User interview• Heuristic Analysis• Prototype and Wireframe• User journey• Usability test • Visual DesignSOFT SKILLSOrganisation, Collaboration, Proactivity, Creativity, Empathy and Commitment.TOOLS AND TECHNOLOGIESFigma, Miro, Notion, Hotjar, Google Analytics, Adobe Suite.**LANGUAGE**• English (advanced)• Spanish (intermediate)• Portuguese (native speaker)**EXTRA**• Volunteer work with children in Chiang Mai, Thailand.• Language exchange in Dublin, Ireland. |