





CAROLINA GONÇALVES

UI & UX DESIGNER | WEB DESIGNER

Lisbon, Portugal 

11/07/1998 

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ABOUT ME

I am a recent graduated student in Web Design with 1.5 years of experience in Web and Graphic Design. I have been working as a freelancer web and graphic designer and I have worked with clients across various industries. Through these projects, it allowed me to develop a strong understanding of branding, and web development, as well as refine my graphic and web design skills.

I'm passionate about every digital skill, from designing to developing, making sure I am always seeking new opportunities to apply my expertise and further develop my skills.

EXPERIENCE

Digital Consultant - Brighten Consulting

2022 - Now

Main Achievements:

- Innovative App Design: FlutterFlow and various design tools to conceptualize and create visually compelling app designs and websites. These designs have not only improved user experiences but also streamlined development processes.
- Platform Transition Testing: Spearheaded rigorous testing procedures for clients migrating from version A to Z. Pinpointed critical issues, ensuring a smooth transition and minimizing disruptions.
- Issue Identification and Resolution: Demonstrated an exceptional ability to analyze and diagnose problems within client platforms. Collaborated closely with cross-functional teams to implement targeted solutions that enhance overall performance.

Main Tools: App Design, UI/UX, Design Tools, Flutterflow, Project Management, Performance Optimization, Cross-Functional Collaboration, User Experience Enhancement, Platform Testing and Quality Assurance.

Digital Designer - Hangar Design Store

2021 - 2022

Responsible for managing the online store development and renovation team and managing the brand image on all social media platforms.

Main Achievements:

- Managed the main Senior developer and Web Designer in the development and creation of the new website for the company;
- Created and implemented graphic assets for the website;
- Maintenance of the graphic assets of the website, such as icons and images;
- Wrote, edited, and published content to share on all social media profiles and partner channels;

Main Tools: Wordpress, Digital Marketing, Adobe Illustrator, Adobe Photoshop, Meta Business Suite, Facebook, Instagram.

Visual Merchandiser - Hangar Design Store

2019 - 2021

Responsible for managing and creating the store's visual image.

Main Achievements:

- Design and renovate the showcase and the general organization of the store's exhibition;
- Shopping Assistant, searching for new products, which fit the store's image.

Main Tools: Visual Merchandiser.

EDUCATION

Web & Mobile Designer: UI/UX - Zero to Mastery

2023 - 2023

"Complete Web & Mobile Designer in 2023: UI/UX, Figma, +more" - Udemy

Main Achievements:

- Learn UI/UX best practices using the latest trends in the industry;
- Learn Figma from scratch for all types of design needs.

Main Subjects: UI & UX, Web Design

Main Tools: Figma, HTML, CSS.

Web Design - LSD Lisbon School of Design

2021 - 2022

Main Achievements:

- Created an e-commerce website from scratch. The main purpose of an e-commerce website as a course final project is to gain practical experience in developing a functional and user-friendly online store.

Main Subjects: Web Marketing, Design, Frontend and Backend.

Main Tools: PHP, MySQL, Javascript, HTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe XD, Google Analytics.