



# CAROLINA GONÇALVES

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## WEB DESIGNER

Certified in Web Design with over 2 years of experience, including freelance projects. Specializing in Web design, UI/UX design, graphic design, and brand management, with solid front-end and back-end knowledge. Collaborated with developers and clients to optimize interfaces and visual identities, ensuring enhanced user experiences. Experienced in managing social media content, brand development, and effectively communicating with technical teams using HTML, CSS, and PHP.

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## STRENGTHS AND EXPERTISE

Web Design  
UI/UX Design  
Web Development

Digital Marketing  
Content Creation  
Graphic Design

Cross-Functional Collaboration  
Testing and Quality Assurance  
Visual Merchandising

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## PROFESSIONAL EXPERIENCE

### Web Designer

January 2024 - Present

Freelancer

As a freelance designer, I craft bespoke digital experiences for restaurants and small businesses, ensuring seamless brand storytelling and functionality. By merging design expertise with technical skills, I develop websites that are visually compelling, user-friendly, and optimized for engagement. My role involves conceptualizing, designing, and implementing tailored digital solutions that enhance business growth and customer experience.

#### Accomplishments:

- Web design:** Designed and developed custom websites for restaurants and small businesses, focusing on branding, UI/UX design, and SEO optimization.
- Optimization:** Optimized UX/UI workflows, improving accessibility, navigation, and overall user engagement.
- Social Media Management:** Integrated booking systems, social media, and e-commerce functionalities to enhance client engagement.
- Brand Identity:** Provided consultancy on digital strategy and brand identity, helping businesses improve their online presence.
- User Experience:** Ensured mobile-friendly and responsive designs, optimizing user experience across devices.
- Responsive designs:** Developed responsive designs, ensuring seamless cross-platform performance and enhanced mobile usability.

## Digital Analyst Consultant

November 2022 - November 2024

*Brighten Consulting*

As a Digital Analyst Consultant, I played a key role in designing and optimizing digital applications and platforms, focusing on continuous improvement of user experience and process efficiency. My work spanned from UI/UX design to managing platform transition tests, consistently delivering innovative solutions and collaborating with cross-functional teams to achieve impactful results.

### Accomplishments:

- **App Design:** Created visually engaging apps and websites using Flutterflow, enhancing user experience and speeding up development.
- **Platform Transition Testing:** Led migration testing, identifying issues and ensuring smooth transitions with minimal downtime.
- **Incident Management & Support:** Efficiently handled user support and incident resolution, significantly improving response times.
- **Technical & Functional Documentation:** Developed clear and detailed documentation, reducing development errors and clarifying project requirements.
- **User Experience Monitoring:** Proactively monitored user experience, decreasing reported issues and improving satisfaction.
- **Test Management:** Managed testing and integration tools, driving faster deployments and continuous integration.
- **Problem Solving:** Collaborated with cross-functional teams to resolve platform issues, enhancing system performance.

## Digital Designer

May 2019 - November 2022

*Hangar Design Store*

As a Digital Designer, I led the development and enhancement team for the online store, while managing the brand's presence across all social media platforms. I focused on improving user experience, driving engagement, and maintaining consistent brand visibility through strategic content creation and platform management.

### Accomplishments:

- **Website Development:** Managed the creation and updates of the website using WordPress, significantly improving user experience and site functionality.
- **Product & Stock Management:** Oversaw product inventory, ensuring accurate stock levels and a smooth introduction of new products.
- **Content Creation:** Created, edited, and published high-quality content across social media and partner channels, boosting brand visibility.
- **Social Media Monitoring & Engagement:** Tracked brand mentions and actively engaged with the audience, enhancing brand reputation and increasing engagement.
- **Social Media Production:** Managed production schedules to ensure timely, consistent output across all social media platforms.
- **Product Sourcing:** Identified and introduced new products aligned with the store's brand image, enriching the product offering and improving customer appeal.

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## EDUCATION

### Web Design (Associate's degree)

LSD - Lisbon School of Design

2021 - 2022

**Final Grade:** 16

**Relevant Courses:** Web Marketing, Design, Frontend and Backend

**Final Project:** Created an online store to acquire and develop essential skills for my future..

**SIGO Nº:** 4214548

### Design (Bachelor's degree)

IADE - Creative University

2016

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## CERTIFICATIONS

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

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

2023

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

**Credential Code:** UC-belc48ec-cb8b-4099-802c-1f796be8eb82

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## MAIN TOOLS AND SUBJECTS

Adobe Creative Cloud

Wordpress

Flutterflow

Figma

Shopify

UX & UI

Visual Studio Code

HTML + CSS

PHP

JavaScript

MySQL

Google Analytics