

# Felipe Almeida

UI/UX VISUAL DESIGNER

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## ABOUT ME

I am a determined graduate with a passion for all things technology and design related. I have a strong passion for design, especially in working with creating interfaces for interactive systems such web and responsive applications. My career focus is in user interfaces and creating user experiences that people can feel more integrated with and can create an experience that is clear, concise and elegantly smart.

## CAREER HISTORY

### HouseMyDog

Dublin, Ireland

MAR 2016 - *Today*

#### UI/UX Graphic Designer

Ability to analyse competitors campaigns, visuals and make recommendations and improvements on existing design. Creating and preparing high-fidelity designs and UI assets for the product and offering a design that matches the user's expectations. Here I found the love to usability and user centered-design.

#### Achievements

- Successfully led the creative look and feel of the website.
- Actively contributed to team projects.
- Efficiently came up with innovative ideas to create new concepts and features to the website.

### Catmania.com

Sao Paulo, Brazil

JAN 2010 - JUN 2014

#### Photographer / Graphic Designer

Responsible for front end promotional graphics; from concept to delivery, photography, branding design, image editing, flyers, newsletters, advertisements and social media design. Strong interpersonal skills and ability to work with cross functional teams.

#### Achievements

- Worked with a range of media, including photography, to create final artwork.
- Received award and commendation from the founder.

### Studio + Graphic

Sao Paulo, Brazil

JUN 2009 - JAN 2010

#### Graphic Designer

Strong visual and creative design skills. Creating invitation cards, Logos, Business cards, Posters, flyers, video and image editing.

#### Achievements

- Developed numerous marketing programs (logos, brochures, flyers, presentations, and advertisements) and guaranteed that they exceeded the expectations of the clients.
- Understanding the client needs and developing a concept that matches their requirements.

## EDUCATION

<b>UXTraining</b> Dublin, Ireland DEC 2016 - DEC 2016	<b>Online UX Foundation Training</b> Introduction to the UX Principles, User Research, Personas, Analysis frameworks, Interaction design, Prototyping and Usability testing.
<b>IBAT College Dublin</b> Dublin, Ireland AUG 2014 - MAR 2015	<b>General English</b> English.
<b>University Paulista</b> Sao Paulo, Brazil JAN 2010 - DEC 2013	<b>Computer Science</b> Bachelor of Computer Science.
<b>SENAC</b> Sao Paulo, Brazil JUN 2009 - JUL 2009	<b>Hardware &amp; Network</b> Hardware and Network Training.

## DESIGN & SOFTWARE SKILLS

### Languages

PORTUGUESE ●●●●●  
ENGLISH ●●●●●

### Software Skills

PHOTOSHOP ●●●●●  
ILLUSTRATOR ●●●●●  
INDESIGN ●●●●●  
ADOBE XD ●●●●●

### Web Skills

HTML ●●●●●  
CSS ●●●●●

## PROJECTS I AM PROUD OF

### HouseMyDog Website Redesign

The reason why I'm proudest of that particular project more than dozens of others I've also worked on, is not just because I successfully increased the creative look and feel of the website, is mainly because of the effectively increased of the usability and the mobile experience of the website, I feel knowing that the work I have put into that project helps a large community of users to find the perfect sitter for their dog.

### University Project A\* Search Algorithm: Focused Approach to Games

The objective of this project was to illustrate the presented concepts in a Computer Science Graduation can be associated with the practice of different scenarios. The final result presents a game for mobile devices that contains iOS or Android as your operational systems, with based development on Game Engine Unity 3D, applying lots of concepts discussed along the course, but giving more emphasis on the demonstration of the informed search method A\*.