

Isabella Guida

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Password: Isabella2022

Brazilian designer with italian citizenship.

My focus is designing functional, intelligent, attractions projects to connect the digital world and real-world experiences. I create compelling visual pieces that portray strong, intentional messaging for solving problems and, delivering results through a process of researching, testing, and development.

EDUCATION

IADE - Creative University

Postgraduate degree - Web design UX UI
2022 - 2023 | Lisboa, Portugal

Pontifical Catholic University of Rio de Janeiro
Bachelor degree - Visual Communication Design
2015 - 2019 | Rio de Janeiro, Brazil

ACHIEVEMENTS

PUC-RIO Scholars Program (2015 – 2019)

Global Goals Jam (2018)

Brasil Design Award (2020)

Bootcamp UX HOW (2020)

UX Strategy PUC-RIO (2020)

48 Hours Film Project (2021)

Design Thinking (2022)

SKILLS

Design Thinking

Agile

Product Design

Design Sprint

Miro

Jira

Figma

EXPERIENCE

UX Designer | Prisma IT

Jan 2021 - Present | Rotterdam, Netherlands

- Stakeholders meetings
- Qualitative Research
- User Journey Mapping
- Conduct Usability and UX research studies.
- Creating sidemaps and user flows

Digital Designer | Lobo de Rizzo

Feb 2020 - Dec 2020 | São Paulo, Brazil

- Creating branding, presentations, newsletters, and data visualizations for digital and print media
- Collaborating internal communication
- Collaborating with product managers and developers to define and implement innovative design solutions for the product direction, visuals, and user experience
- Participating in concept development, design ideation, and detailed specification of visual designs

UX/UI Design Intern | A2B Group

Jul 2018 - Sep 2019 | Rio de Janeiro, Brazil

- Providing potential design solutions for all development businesses needs
- User Journey Mapping
- Conduct Usability and UX research studies.
- Designed a visual identity system for each product

Digital Design Intern | Soma Group

Jul 2017 - Jul 2018 | Rio de Janeiro, Brazil

- Collaborating with marketing, sales, and product teams and senior executives to plan concepts and strategies to reach a particular audience and refine visual designs
- Responsible for social media content, including posts, GIF animations, banners, newsletters of brand Fabula

VOLUNTEER WORK

Graphic Design | Startup Grind

Jun 2020 - Present | São Paulo, Brazil

Collaboration in strategic actions for social media and campaigns for community events

EduChange | AIESEC Italy

Jan 2017 - Mar 2017 | Bari, Italy

EduChance is a national project that allows Italian Schools to host international, to deliver training and workshop on global issues