Joana Oliveira

UX Designer

Bringing in film experience and combining storytelling and teamworking skills to create engaging narratives and functional designs that deeply resonate with people and their needs.

UX/UI Projects

Paw&Claw - Speak with a Pet Expert

Web app - Instant professional pet care advice

2023

- Refined information architecture through card sorting and created AI-enhanced solutions for personalized advice.
- Gained insights from user testing that lead to impactful design iterations.

Word Gatherer - Gather and learn new vocabulary

Vocabulary learning App

2023

- Conducted user research and competitive analysis to identify challenges, crafted a design strategy with personas and user flows, and improved interactions based on user testing.

Work Experience

UX/UI Design Intern

Evotec

2024 - Present

- Conducted user research and gathered insights to improve usability for PanHunter, a complex SaaS platform in drug discovery.
- Collaborated with cross-functional teams to refine workflows, balancing technical complexity with intuitive user interactions.
- Designed wireframes and prototypes, iterating based on feedback.
- Contributed to and maintained a design library by developing and updating UI components, ensuring consistency and usability across multiple apps within the platform.

Freelance Print-on-Demand Designer

Amazon Merch

2020 - Present

- Created visual appealing designs that ressonate with the audience

The Cork Oak - Sustainable bags made of cork

E-commerce shop co-creator

2019

- Built a dropshipping online shop, prioritizing branding, layout, and a seamless user experience.
- Performed simple user tests and iterated design accordingly.

Videographer

Freelancer

2016 - 2018

- Created and edited diverse video content, focusing on visual storytelling and brand alignment.

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Education

UX Design

2023

CareerFoundry

The Fundamentals of Digital Marketing

2021

Google Digital Garage

Bachelor in Cinema

2011 - 2014

Universidade da Beira Interior

Skills

- Wireframing and Prototyping
- User Research
- User Testing
- Information Architecture
- Interaction Design
- Communication and Colaboration

Tools

- Figma
- Miro
- Lyssna (Usability Hub)
- Marvel
- Google Analytics
- Hotjar
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere

Languages

- Portuguese - Native
- English - B2
- German - A2