

Isabela Frazão Fernandes

Product Designer | UX/UI

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I work creating **interfaces and products**, with experience in projects for companies in different industries using many design tools, including **Design Thinking, Design System and Figma**. I have a **bachelor in Design** with over 10 years of experience in the field, and a **postgraduation in UX Design**, with 3 years of experience. **Certifications** in UX and Discovery as well as courses in soft skills like Communication and Emotional Intelligence.

I participated in projects that were recognized by clients in presentations at SNUG (ServiceNow's big national event). On weekends, I volunteer in **managing people and teams**. **Additional experiences** include visual identity, branding, marketing, event organization and English B2+.

WORK EXPERIENCES

Accenture, UX/UI Designer

Sep 2021 - Feb 2024

Experience working on projects in the financial, gas and energy and technology industries, as well as an Accenture product for ServiceNow.

- Use of design tools such as **benchmarking, hypotheses, user and stakeholder interviews, heuristic evaluation, Figma**;
- Assisted with **research, Product Discovery** and **analysis** to define and prototype features;
- **Prototyping** portals, widgets and dashboards on the ServiceNow platform to improve the operational efficiency of the customer;
- **Delivery**, including **handoff, documentation** and **tests** after development;
- **Design System** maintenance;
- Experience with **presentations** about Accessibility and Figma for Developers.

Grupo Gênese de Ensino, Visual Designer

May 2018 - Sep 2021

- Creation of newsletters, landing pages, graphic materials and updates on the websites of the educational group companies;;
- Redesign the educational system website.

EDUCATION

Postgraduation in User Experience Design and Beyond (Sep 2021 - Aug 2023) Pontifícia Universidade Católica - RS

Bachelor's Degree in Design (Feb 2011 - Jul 2015) Universidade Federal de Pernambuco

Courses

- Communication and Oratory | HowPlus;
- Generative AI Fundamentals | Tera;
- Extension Course in Digital Marketing, Gamification and Engagement | PUC-RS;
- Productivity and Time Management | Escola Conquer;
- Emotional Intelligence | Escola Conquer;
- Introduction to Agile Management and SCRUM | Rogerio Manso;
- Illustrator specializing on visual identity | Marcelo Kimura.

CERTIFICATIONS

- Product Discovery | HowPlus;
- UX Certificate | Daredev;
- ioasys Camp (UX/UI);
- Certified System Administrator | ServiceNow;
- Micro-Certification Service Portal | ServiceNow.

SKILLS + TOOLS

Figma	Notion	Illustrator	ChatGPT
Figjam	Trello	Photoshop	HTML/CSS basic
Miro	Jira	Protopie	English B2+

AWARDS

3rd place in the UI Expert Challenge with a UX/UI project to create a mobile app.