Silvia Figueira

UX Designer &
Graphic Designer

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I'm currently pursuing a creative career and nurturing my creative side through graphic and UX design. I like the creative process and understand that creativity without empathy lacks purpose. For that reason, I have a deep interest in making digital experiences easier, accessible and meaningful by applying human-centered design principles and design thinking. I enjoy the challenge of achieving visual unity and uniqueness in a composition as much as finding innovative and effective solutions using the UX design process.

SKILLS

UX design, Graphic Design, UI design, Information Architecture, Wireframing, Prototyping, Front-End development, Branding and Identity, Print design, Photography, Figma, Sketch, Illustrator, Photoshop, InDesign, Adobe After Effects, Premiere, InVision, Balsamiq, HTML/CSS, JavaScript, WordPress, Jira, Trello.

EXPERIENCE

Graphic Designer, Brand Creative | Motorola Solutions

APR 2019 - MAY 2020, VANCOUVER, BC

- Designed and updated print and digital marketing materials including: brochures, catalogs, advertisements, case studies, etc.
- Responded to requests for logos, photos, custom graphics for the website, news releases, social media, and email marketing and ensured all assets met brand standards.
- Collaborated with various teams including Product Marketing, Digital Marketing, and Social Media & Communications for source content.

Graphic Web Designer | Zen Digital

JUL 2018 - APR 2019, NORTH VANCOUVER, BC

- Designed print and digital assets such as corporate collateral, flyers, catalogs, packaging, and graphics for web and social media.
- Built websites mainly using WordPress which included the creation of site maps, wireframes, and high fidelity prototypes.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JAN 2021 - MAR 2021, VANCOUVER, BC

British Columbia Institute of Technology | New Media Design and Web Development, Certificate

SEP 2016 - FEB 2018, VANCOUVER, BC

Universidade Federal do RN | Specialized in International Law and Legal Studies

JAN 2011 - MAR 2012, NATAL, RN, BRAZIL

Universidade Federal do RN | Bachelor of Laws

JAN 2004 - FEB 2009, NATAL, RN, BRAZIL

PROJECTS

Patients First App | UX Designer & Researcher

JAN 2021 - FEB 2021, BRAINSTATION

As a Patients First (fictional) UX designer I needed to find a solution to improve access to healthcare services in Canada. Tools: Figma (Wireframing), Invision (Prototyping) and Zoom (Interviews and Usability Tests).

Aeroplan | Air Canada Design Sprint | UX Designer

FEB 2021, BRAINSTATION/DESIGN SPRINT

Partnered with Air Canada and played my UX role designing a new Aeroplan experience to increase everyday engagement. Tools: Zoom (Interviews and Usability Tests) and Figma (Wireframing and Prototyping).