

# ANGELA FARIA

## PRODUCT DESIGNER AND RESEARCHER

### CONTACTS

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- **Portfolio:** <https://angela-ux-designer.vercel.app/>

### EDUCATION

- **Pos-graduate degree - 2025**  
Design and Web Usability - Polytechnic university of Coimbra (Level 7 QRQ)
- **Bachelor degree - 2014**  
Communication and Media - IPLeiria (Level 6 QRQ)

### UX SKILLS

- Accessibility design
- User research
- Stakeholders interviewing
- Design thinking
- User flows
- Usability
- Journey mapping
- Wireframing
- Prototyping
- Mockups
- Personas
- Information architecture
- UX audit
- Interaction design
- User-centered design

### PROFESSIONAL SUMMARY

UX Designer with +5 years in user research, usability and information architecture. Proven track record in UX strategies for companies like Social Security, Altice Foundation, Montepio Bank and Atlantidabag, delivering high-impact, user-centered solutions that drive engagement and resonate with diverse audiences. Seeking for UX role where I can leverage with accessibility, user research and user journey.

### WORK EXPERIENCE

#### Senior Product Designer and Researcher

Instituto de Informática I.P.

NOV 2024- PRESENT

- Conducted research with citizens and stakeholders through interviews, usability testing, and proof-of-concept testing to identify pain points in accessing Social Security services, then analyzed feedback and behavioral data to uncover barriers, resulting in streamlined online application workflows and faster service delivery
- Planned and facilitated creative workshops, generating actionable insights that informed product strategy and improved user experience
- Developed research frameworks and standardized methodologies for the UX Research team, creating consistent evaluation approaches for public sector digital tools and elevating research quality across the organization
- Provided mentorship and conducted peer reviews of research methods for team members, building research capability and rigor across the 60+ person organization
- As part of the Artificial Intelligence team, helped define research patterns and strategic guidelines for integrating AI into workflows, enabling the organization to adopt emerging technologies effectively

#### Product Designer and Researcher

HES Inovação - IT and SaaS Company

MAY 2022- JUN 2024

- Redesigned the user onboarding experience for a SaaS product, increasing user rates
- Implemented an e-commerce platform, resulting in a 70% increase in product discoverability and sales. Also boosted lead generation and greatly improved communication between customers and the company.
- Conducted user interviews and surveys to gather insights on user needs, enhancing the product design process by incorporating real user feedback.
- Integrated accessibility guidelines into the design process to ensure compliance with WCAG standards leading to more inclusive and accessible user experiences for all audiences.
- Collaborated with cross-functional teams, including developers, product managers, and marketers, in an Agile environment to translate user needs into clear and actionable design specifications, enhancing alignment across departments and accelerating project delivery timelines through Scrum methodologies.
- Developed wireframes, prototypes, user journeys and user flows tools as Figma and Miro to communicate design ideas and iterate on concepts resulting in a streamlined user experience from onboarding to task completion.
- Mentored junior designers on best practices in UX/UI and interaction design to elevate team knowledge and contribute to overall project success.

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## TOOLS/SOFTWARE

- Figma
- Adobe XD
- Miro
- SQL
- HTML
- CSS
- Javascript
- React native
- Jira
- Google Analytics
- Adobe Photoshop
- Adobe Illustrator

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## CERTIFICATES/COURSES

- **UX-PM level 2: Execution**  
UX Alliance - April 2024
- **UX Research: Impact and Value Methods**  
The Started - 2024
- **WAI0.1x: Introduction to Web Accessibility**  
W3Cx- 2024
- **Accessible Design**  
A11Y Collective - 2024
- **Data Driven Design: Quantitative Research for UX**  
Interaction Design Foundation - 2023

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## LANGUAGES

- Portuguese (Native)
- English (C1)
- Spanish (A2)

## WORK EXPERIENCE

### UX Designer and Communication Specialist

Tropiprime Lda

JAN 2021-MAR 2022

- Implemented A/B testing on key design elements to evaluate user preferences and behavior which informed data-driven design decisions and improved conversion rates.
- Conducted heuristic evaluations and competitive analyses to identify usability issues in existing products which led to actionable recommendations for design improvements.
- Utilized analytics tools like Google Analytics and Hotjar to track user behavior and engagement metrics which provided valuable insights for optimizing design strategies.
- Collaborated with marketing teams to create user-centric promotional materials and landing pages that effectively communicated product benefits and drove user acquisition.

### Product designer and frontend

Freelance

JAN 2016- JUL 2021

- Presented UX findings and design proposals to stakeholders and executives to advocate for design improvements which supported data-driven decision making.
- Conducted in-depth market research, researched user personas and behavioral patterns to inform the development of personalized experiences resulting in higher user engagement and satisfaction.
- Design more intuitive information architecture, improving navigation flow, resulting an increasing content engagement, seamless and intuitive user experience.
- Simplified complex workflows through user journey mapping and task analysis to enhance navigation and task efficiency leading to reduced user friction and time-on-task.
- Created responsive and accessible UI components for a mobile-first app, boosting mobile user engagement