

MARIA FERNANDA FERNANDES

DESIGNER

PROFESSIONAL OBJECTIVE: UX/UI Designer, Graphic Designer



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EDUCATION

◦ **Specialization Course in UX Design** - *Oct 2024 - Dec 2024*

Brainstation London

◦ **Specialization Course in UX Design** - *May 2024 - Dec 2024*

Google Coursera

◦ **Bachelor's Degree in Visual Design** - *Jan 2020 - Dec 2023*

Universidade Positivo

SOFTWARE SKILLS

Figma - Adobe XD - Photoshop - Illustrator - After Effects - Premiere Pro -
Indesign - Miro - Office

SOFT SKILLS

Proactive - Communicative - Detail-oriented - Organized - Good teamwork skills
- Effective time management - Continuous improvement seeker

IDIOMAS

Native Brazilian Portuguese - Advanced English - Basic Spanish

PROFESSIONAL EXPERIENCES

- **HouseCricket**

2023 - 2024

Digital Strategy Intern - Art Direction Assistant

Responsible for collaborating with the creative team in the development of materials for clients' social media and ads, focusing primarily on creating static and animated posts. Additionally, assisted in planning content and strategies for campaigns. Worked with clients such as Frimesa, Mueller, and Corteva, and received the internal award "VIG - Very Important Grilo," where colleagues nominate individuals who made the most difference in their year.

- **Neodent**

2021 - 2023

Internal Communication Intern

Responsible for creating and developing internal campaigns and designing materials for internal channels (email, WhatsApp, screens, and intranet). I was also in charge of restructuring the intranet using UX and UI principles, which led to a significant increase in usage. This achievement was later recognized by the global group.

PERSONAL EXPERIENCES AND ACHIEVEMENTS

- **Academic project selected for the 14th Brazilian Design Biennial**

2024

The thesis "Sistema de identidade, wayfinding e experiência para o acervo de memória e cultura da UFPR" was nominated at the 14th Brazilian Design Biennial.

- **Full Design Award**

2023

Winner of the Full Design award in the graphic design category, granted by Positivo University to the best theses of the year. Additionally, my final thesis was recognized as the best in the class and awarded a full postgraduate scholarship.

- **Accepted in 1st place**

2019

Accepted in first place in the entrance exam for Visual Design, with a full scholarship.