

# Isabela Oliveira da Silva

 [Portfólio ↗](#)

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Lead Product Designer and Front-end Developer based in Brazil

Professional specialized in UI and UX design and front-end development, with more than 3 years of experience in building and maintaining websites. My focus is on creating accessible, high-performance digital experiences for users by combining my passion for design with solid technical programming skills.

## Work Experiences

### For/ma Research and Extension Lab - UFES

#### ● Lead Product Designer, for/ma - UFES May 2024 ~ Currently

Experience as a Lead Product Designer in government institutional projects, contributing to the development of digital solutions that meet the needs of different areas. My responsibilities range from researching and structuring user experiences (UX), through creating high-fidelity visual interfaces and design components (UI), to front-end development and project management with structured documentation .

#### ● UI/UX Designer and Front-end Developer, for/ma - UFES Nov 2022 - May 2024

Researcher at Forma Lab, where I work as a user experience researcher, interface designer, and front-end developer in the Entrepreneur's Dashboard project, a statistical data platform for entrepreneurship purposes, for ADERES.

### Front-end Developer, Webicos Collective 2022 ~ Currently

Experience as a front-end developer in various freelance projects, ranging from landing pages and personal portfolios to news portals, at Webicos, an independent Design and Development Collective.

### Front-end Developer I, Turbo Partners Nov 2023 - May 2024

Experience as Front-end Developer I in digital projects for Turbo Partners.

### Front-end Developer, Fiotec 2024

Researcher in Digital Technology and Innovation at the SUS DIGITAL Hackathon, promoted by FIOTEC in collaboration with the Distrito Federal's Health Department in Brazil. Acting as a front-end developer in the project's team planning, which involves confidential information.

### Junior Web Designer, iOBEE Ago 2023 - Nov 2023

Experience Web Designer Junior in digital Projects at iOBEE – Ecosystem of Digital Marketing and Technology Solutions.

### Front-end Developer, Fiotec 2023

Researcher in Digital Technology and Innovation at the COMSAÚDE Hackathon, promoted by FIOTEC in collaboration with the Distrito Federal's Health Department in Brazil. Acting as a front-end developer in the project's team planning, which involves confidential information.

### UI/UX Designer and Front-end Developer, LDI - SEAD/UFES 2020 ~ 2022

Web Design intern at the Instructional Design Laboratory (LDI) - SEAD/UFES. Development of websites, landing pages, and progressive web applications (PWA) for the Distance Education Superintendent's Office at UFES.

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## Academic Activities and Publications

### Development of a Scientific Collaboration Platform: A Case Study on Sci-In 2024

Presentation of a case study at the Ergotrip Conference on the development of the Sci-In app prototype, designed by UFES' students and alumni for UNESCO's design award. The app promotes scientific collaboration among Brazilian researchers, facilitating partnerships and the dissemination of academic publications. The project involved proposal design, validation with users, and prototype development alongside the creation of its visual identity.

### LEDS Talk: a Workshop about Visual Foundations and Usability 2024

I conducted a workshop on Visual Fundamentals and Usability for the developers of the LEDS Extension Laboratory at IFES - Serra, focusing on key design principles to enhance user experience. The session covered topics such as color theory, typography, layout composition, and usability heuristics, providing practical insights to bridge the gap between design and development.

### Turn your website into a PWA 2022

During my first internship, I created a small tutorial as a documentation deliverable titled "Turn your website into a PWA". This tutorial provided a step-by-step guide on how to convert a traditional website into a Progressive Web App (PWA). It covered essential topics such as setting up a service worker, caching strategies, and offline capabilities, as well as tips for improving performance and user engagement. The tutorial was published on Medium to share knowledge and best practices with the development community.

## Some certificates

### UX Writing, 12h Plurix

Study of fundamental concepts of UX Writing, accessibility, usability and strategic design.

### Introduction to Front-End Development, 19h Meta

Learning of reinforcement in HTML, CSS, and Responsive Design, among other UI Design concepts.

### Advanced UI, 30h Origamid

Study of fundamental concepts of UI Design, such as typography, spacing, colors, grid, among others.

### Front-End Automation with NPM, 8h Origamid

Experience with performance optimization libraries and front-end automation, such as Gulp and Jimp.

### User Experience, 60h FIAP

Study of fundamental concepts of User Experience Design, focusing on accessibility, efficiency and performance during project planning.

### Web Development, 148h XP Educação

Web Development Bootcamp, focusing on basic learning of Java, Python, and Javascript.

### Foundations of User Experience, 18h Google

Study of fundamental concepts of UX Design, such as human-centered design and accessibility, among others.

### Calculus for Systems Analyst, 160h XP Educação

Calculus Bootcamp, focusing on basic to intermediate learning with code applications.

### Design Thinking, 40h FIAP

Study of fundamental concepts of Design Thinking, such as human-centered design and the creative process and planning in design.

### Hiring Coders Training, 120h VTEX / Gama Academy

Intensive full-stack development training, involving everything from HTML, CSS, and JavaScript to Node.js and MySQL.