



CONTACT

📍 São Paulo, SP, Brazil

✉ barbara.forato@gmail.com

☎ +55 11 982830884

🌐 [linkedin.com/in/barbaraforato/](https://www.linkedin.com/in/barbaraforato/)

🌐 www.barbaraforato.com

📅 20/12/1984

🇮🇹 Italian | 🇧🇷 Brazilian

ADDITIONAL SKILLS

Languages

English - Fluent

Spanish - Fluent

Portuguese - Native

French - Intermediate

German – Beginner

Computer Skills

Photoshop – Advanced

Illustrator – Advanced

Figma – Intermediate

PowerPoint – Advanced

Excel – Intermediate

Word – Intermediate

BARBARA FORATO

Product Designer | UX | UI

EXPERIENCE

Telefónica Vivo, São Paulo, Brazil

October 2022 – to date

Product Design Lead | UX Designer

Global telecommunications company with more than 350 million customers.

- Product development end-to-end solutions in mobile, web and desktop for ecommerce
- Creation of User-centered flows, wireframes, prototypes in high-fidelity and low fidelity
- Research and usability testing
- Data analysis, GA and CS metrics
- Team leadership

Achievements: Implementation of a loyalty plan for mobile clients with 1.2MM revenue.

JefferyGroup, São Paulo, Brazil

May 2018 – March 2019

Senior Account Executive – for Mastercard

Global PR agency present in United States and Latin America.

- Management of internal communication processes for Mastercard Brazil
- Annual campaign and events planning

Achievements: Internal event organization to announce Copa America Mastercard's sponsorship in Brazil.

Reckitt Benckiser, São Paulo, Brazil

September 2015 – February 2018

Latam Communications Analyst

Consumer goods company with more than 180 years of existence.

- Responsible for Internal and External communications Brazil
- Annual planning, development and briefing for communications and events

Achievements: 300% increase of engagement in company's posts in social media.

COURSES & CERTIFICATIONS

Image treatment - Photoshop

Digital Illustration - Illustrator

Design Leadership - Evolving Design in Organizations

Product-Led Growth - Product Design

UX Design - UX | UI Design

VOLUNTARY WORK

INATAA – Instituto Nacional de Ações e Terapias Assistidas por Animais – São Paulo, Brazil

July 2015 – July 2017

Brazilian NGO specialized in Dog Therapy, I worked as volunteer to visit elderly homes to interact with the inhabitants using the help of volunteers dogs.

INTERESTS

Teamwork, people relations, travelling and meeting new cultures.

Latam Airlines, São Paulo, Brazil

February 2010 – September 2014

Web Designer | Graphic Designer

Largest aviation company in Latin America, with more than 150 destinations around the world.

- Creation of communication pieces for employees
- Key Visual of the communications channels for internal public

Achievements: Recognition for participating in Latam Day 1 internal campaign.

EDUCATION

University of California, Berkeley - UCB - San Francisco, United States

September 2014 – January 2015

Professional Communication

Most prestigious universities of the world and best ranked in United States.

Relevant coursework: Presentations skills, Business Communication, Best practices in negotiation and Performance Evaluations.

Universidade de São Paulo - USP - São Paulo, Brazil

August 2009 – November 2011

Post Graduation in Digital Communications

One of the most important universities of Latin America.

For my final paper, I studied the Heuristics of Facebook and received distinguished 9 grade.

Centro Universitário Belas Artes de São Paulo – São Paulo, Brazil

August 2004 – November 2007

Bachelor's Degree in Graphic Design

Distinguished university for Arts, and Design studies in Brazil.

Coursed Industrial Design with specialization in Graphic Design.