Julia IBRI UX/UI Designer

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[Website Portfolio](#)

[LinkedIn](#)

UX/UI designer based in Brazil with background in Neurosciences and SEO content writing,
I'm focused on creating meaningful experiences through design.

Experiences

Web Designer - Freelance

Contra - Responsive Landing Pages.

Remote, Aug 2023 - Present

- Designed landing pages from scratch using Figma and Framer.
- Established branding according to the brand value.
- Deliverables in Framer and Figma : adaptative and fully interactive websites, logotype, style guide.

UI Designer - Freelance

0XSWAP- AI Crypto Platform.

Remote, Jun 2023 - Present

- Designed the main user flows from scratch and validated them through usability testing.
- Established branding according to the brand attributes.
- Deliverables in Figma: User flows, Site Map, Wireframes, Style Guide, Logo, Atomic elements, High-Fidelity, Interactive Prototype.

UX UI Designer - Freelance

OYA.ai - all-in-one AI web app.

Remote, Mar - May 2023

- Validated the current MVP by conducting user research and concept testing.
- Designed the main user flows from scratch and validated them through usability testing.
- Redesign the Landing Page that inform and convert user.
- Deliverables in Figma: UX Research, User Flows, Site Map, Wireframes, Style Guide, High-Fidelity, Interactive Prototypes.

SEO content writer - Freelance

Instinct voyageur - informative travel website

Remote, Mar 2020 - Jun 2023

- Wrote unique informative and promotional content for French niche blog related to travel (350 000 views per months).
- Empathized with user, conducted secondary research and competitive analysis.
- Wrote content optimized for search engines.
- Created the layout in accordance with the brand image of the site.
- Deliverables in Wordpress: SEO-optimized content, Edition, Visuals, SEO-title, SEO-description.

Education

UX/UI Design Bootcamp - Ironhack
Remote, Oct 2022 - Dec 2022

Master Degree in Neurosciences - University Angers
Angers (France), Sep 2017 - Jun 2019

Skills

UX design

- Design Thinking (Agile)
- Wireframing,
- Information Architecture (User Flows, Site Maps),
- Concept & Usability testing.

UI design

- Atomic Design
- Branding
- Prototyping,
- Mockups,
- Interaction Design,
- Responsive Design,
- Accessibility.

Softwares

- Figma,
- Adobe Suite,
- Notion,
- Spline,
- Framer.

SEO Writing

- SERP Analysis,
- Keyword Research,
- SEO Consulting,
- Original content Writing,
- WordPress.

Languages

- French (C2),
- Spanish (C1),
- English (B2),
- Portuguese (B1).

Hobbies

- Surfing
- Diving,
- Rollerblading,
- Digital Drawing.