



HELENA SILVA

USER EXPERIENCE & INTERFACE DESIGNER

ABOUT ME

I am Helena, a passionate User Experience & Interface Designer originally from Porto. Immersed in the world of art and design since I was 16, I continuously find new ways to fall in love with this discipline.

My education has equipped me with the skills and knowledge to create exceptional user experiences and intuitive interfaces. I am currently seeking opportunities for personal and professional growth in the field of UX/UI Design.

Beyond my career, I have a deep love for fantasy books and enjoy bringing my ideas to life through illustrations. I find inspiration in my daily life by practicing yoga, taking long walks outdoors, visiting cultural sites, and exploring new travel destinations. These activities not only fuel my creativity but also contribute to my overall well-being and sense of fulfillment.

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WORK EXPERIENCE

2024 - Now **Community Volunteer**

Ladies that UX Barcelona, Spain

Organised events to empower women in design and technology, managing social media platforms. Promoted initiatives to create an inclusive environment for diverse voices in the UX field. Supported the community in connecting and inspiring women in the industry.

2022 - Now **UX/UI & Communication Designer**

Freelance

Specializing in UX/UI, communication design, and social media content creation. Delivered engaging designs by collaborating closely with clients to understand their vision, utilizing industry-leading design software, and maintaining open communication throughout the project.

2023 - 2024 **UX/UI Designer**

at Neec Audio Barcelona SL - Ecler, Barcelona, Spain

Designing intuitive and visually appealing interfaces for Ecler's product platforms by analyzing user feedback and conducting benchmark assessments. Developed a unified Design System, designed new product interfaces, and ensured accessibility in all platforms.

2021 - 2022 **Graphic and Communication Designer**

at Contos da Praça, Porto, Portugal

Designed graphic lines for concerts, advertisements, and social media content. Managed email marketing campaigns, edited images and videos for various marketing channels, and promoted the music agency's events and artists through compelling visual content.

2019 **Graphic and Communication Designer**

at 100 Ferrugem, Porto, Portugal

Collaborated with clients and team members on digital and print media projects. Developed social media content strategies, designed merchandising products, and executed marketing campaigns.

2016 - 2019 **Graphic and Communication Designer**

at Fundação Casa da Música, Porto, Portugal

Designed print and digital media, including posters, MUIPs, and brochures. Created engaging social media content, managed email marketing campaigns, and edited images and videos. Contributed to successful design projects and optimized ad displays.

EDUCATION

2024 **Design Thinking Foundations Workshop**

at EDIT. - Disruptive Digital Education, Porto, Portugal

Explored all stages of the process to enhance the user experience for an online bookstore platform. Collaborated on solutions to improve navigation, customisation, and order tracking, and crafted strategies to humanise the online experience.

2022 - 2023 **Master's degree, User Experience Design**

at BAU, Centre Universitari d'Arts i Disseny, Barcelona, Spain

Learned to design ideal consumer experiences and create memorable digital interactions, focusing on brand experience, identifying problems and opportunities, and using AGILE and Design Sprint methodologies.

2020 **User Experience & User Interface Design Course**

at EDIT. - Disruptive Digital Education, Porto, Portugal

Focused on UX/UI and visual design, collaborating on a project for a fictional travel agency, and participating in workshops led by industry professionals. Worked on a final team project for a real client, using tools like Miro, Figma, and Sketch to create effective designs.

2019 **Continuous Training Course - "Da Escrita Criativa ao Livro de Artista", Design**

at Faculdade de Belas Artes da Universidade do Porto, Portugal

Created an artist's book using manual and classic printing techniques, producing an original book titled "The Art in Feminine." Utilized photography, paintings, engraving, serigraphy, and photocopying, and developed skills in manual printing and bookmaking.

2013 - 2016 **Bachelor's degree, Communication Design**

at Escola Superior de Artes e Design, Matosinhos, Portugal

Developed a strong foundation in color theory, typography, and layout design, and proficiency in Adobe Creative Cloud. Collaborated on various design projects, explored print, digital, and illustration mediums, and received professional critiques to refine work.

2010 - 2013 **Artistic Course in Communication Design - Specialization in Graphic Design**

at Escola Artística Soares dos Reis, Porto, Portugal

Expertise in communication and graphic design, Adobe Creative Cloud, pagination and editorial design, and illustration. Acquired skills in engraving, serigraphy, linoleum, and manual binding.

SIDE PROJECTS

2019 - Now **Film Producer**

Freelance

Securing funding for film projects, collaborating with directors and actors, managing production schedules and budgets, overseeing all production phases, hiring and managing production teams, and negotiating contracts with talent and crew.

SKILLS

User Interface Design

User Experience Research

Wireframing

UX Writing

Prototyping

Visual Design

Usability Testing

Typography

Accessibility

Principals of Design

Landing Page Design

Color Theory

Editorial Pagination

Communication Design

Graphic Design

Social Media Content

Photography

Illustration

Team Player

Creativity

Adaptability

TOOLS

Figma

FigJam

Miro

Adobe Creative Cloud

MS Office

G Suite

JIRA

Confluence

Notion

Slack

Asana

LANGUAGES

Portuguese - Native

English - Fluent

Spanish - Advanced

HOBBIES

Fine Arts

Nature

Literature

Cinema

Music

Yoga

Traveling