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GOAL

To secure a position as a UI/UX Designer, User Experience Designer, Digital Designer, or Product Designer.

ABOUT ME

A passionate UI/UX designer with a background in Social Media and Copywriting, I transitioned to design in 2015. Since then, I've honed my skills in crafting user-centric solutions through low and high-fidelity prototypes. My dedication to lifelong learning ensures I deliver exceptional user experiences that solve core user problems.

Throughout my career, I've had the pleasure of collaborating with a diverse range of renowned brands across various industries. My portfolio includes projects for Marista Brasil, Marist Schools, Grupo Positivo, J8 Imóveis, Magnetron, Alegria Foods, Leankeep, Club Athletico Paranaense, VR Bank, Moss, Prodiel, DrogaVet, and many more.

LANGUAGES

English (Advanced - EF SET Certificate - C2 Proficient)

Brazilian Portuguese (Native)

SOFT SKILLS

Organizational Skills, Effective Communication, Collaborative Spirit, Empathy, Resilience, A Thirst for Learning, Creativity, Adaptability, and Synthesis.

HARD SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, Figjam, Sketch, Microsoft Office (Word, PowerPoint, Excel), Miro, Webflow, Elementor, InVision, Usability, Information Architecture, Responsiveness, User Research, Usability Testing, RD Station, Hotjar, Crazyegg, Mixpanel, Prototyping, Key Visuals, Design System, Research (qualitative and quantitative), basic HTML, CSS and JavaScript.

PROFESSIONAL EXPERIENCE

Páprica Comunicação

UX Designer | Product Designer

01/2020 - Present

In 2020, I embraced a challenge by leading an interface project for Grupo Marista's intranet. This experience was intense, complex, and highly instructive. Upon its completion, I decided to transition into the UI/UX field. Since then, I have remained continuously updated, pursuing education and courses within the domain.

Key Responsibilities and Achievements:

- Led a complex intranet interface project for Grupo Marista, gaining valuable experience in UI/UX design.
- Developed and implemented UI solutions focused on usability and user value.
- Created low and high-fidelity prototypes for digital products.
- Designed websites, apps, and landing pages in Figma.
- Illustrated and defended design ideas using storyboards, process flows, and sitemaps.
- Provided creative support to the immediate squad and other team members.

- Conducted onboarding and training for new Design team members.
- Prepared briefings and delivered project presentations to clients and stakeholders.
- Created engaging and effective graphic resources for websites, social media, and Google Ads.
- Over 4 years of experience with agile tools and methodologies.
- Proactively worked with developers, agile teams, and cross-functional departments.

Key Clients:

Marista Brasil, Marist Schools, Champagnat Schools, VR Bank, Paraná Bank, Católica SC University, Neodent, Itaú Bank.

Project Highlights:

- ABIMCI institutional website.
- Moss conversion landing pages.
- Grupo Maquira institutional website.
- Champagnat Schools website redesign.
- Marista Rota de Valor (School onboarding app).
- Capture and content landing pages.
- Marista Brasil intranet.

Notable Results:

MOSS Earth Campaign: Contributed to the creation and structuring of conversion landing pages, resulting in a 50% increase in MCO2 Token value and new clients for the company.

Pábrica Comunicação

Mid-level Designer

07/2018 – 01/2020

Thanks to my experience as a Junior Designer, I seamlessly transitioned into the Mid-Level Designer role, embracing new responsibilities and challenges. While retaining my core creative responsibilities, I expanded my scope.

Key Responsibilities and Achievements:

- Multi-project management: Effectively juggled multiple projects simultaneously, ensuring timely delivery within agreed-upon scope and quality standards.
- Visual concept development: Crafted compelling visual concepts for marketing campaigns, captivating audiences and driving engagement.
- Digital interface design: Designed user-friendly interfaces for emails, landing pages, and other digital platforms, fostering seamless and effective user experiences.
- Constructive feedback: Provided and received constructive feedback within the creative team, collaboratively refining and enhancing ongoing projects.
- Market research and trend analysis: Conducted thorough research to identify emerging market trends and tools, keeping the team at the forefront of industry advancements.

Key Clients:

Marista Brasil, Marista Schools, PUC PR, Carob House, Rede Vicentina.

Project Highlight:

- For the Olimar 2019 event, I provided comprehensive creative support, encompassing the development of captivating key visuals, distinctive logos and a cohesive brand identity, engaging motion graphics, and impactful digital content for social media and campaign promotion.

Pábrica Comunicação

Junior Designer

11/2015 – 07/2018

In my first career transition, I moved from copywriting and social media into the field of design. Design had always been a part of my daily life, and I was drawn to explore this creative side. I began to learn the key design tools, particularly the Adobe suite, including Photoshop, Illustrator, and After Effects.

Key Responsibilities and Achievements:

- Developed ads for various media (print, digital, social media).
- Designed and adapted ads for paid media campaigns (Google Ads).

- Created logos, illustrations, icons, and other visual elements.
- Manipulated images and photos to optimize quality and project suitability.
- Defined color palettes, typography, and layouts according to the brand's visual identity.
- Created prototypes and mockups to present ideas and solutions.
- Designed mascots and manipulated digital illustrations.
- Prioritized tasks and organized my workflow to optimize productivity.

Key Clients:

Marista Brasil, Marista Schools, Alegria Foods, Grupo Positivo, 3by1, Leankeep e Prodiat.

Project Highlight:

- The Marista Memorial project presented a significant challenge due to its vast scope. We were tasked with bringing the Memorial to life through various initiatives, one of which involved showcasing a large mosaic composed of items donated by Marist Brothers on an interactive touchscreen panel. To accomplish this, we needed to digitally isolate and select each mosaic piece, transforming them into independent entities linked to the story of the donating Brother. Once all items were "cut out," we had to map the touch location proportionally, considering the significant size difference between our computer screen and the interactive museum panel. I played a crucial role in dividing all images, participating in the UX design process for the panel and other Memorial Marista screens. The project is now open to the public and is well worth a visit!

Website Redesign- Projeto SETA

<https://projetoseta.org.br/>

UX Designer | Freelancer

06/2023 - 02/2024

Project Overview:

Project SETA, a recipient of the W.K. Kellogg Foundation's Racial Equity Challenge 2030, aims to revolutionize Brazil's public education landscape by establishing a model for promoting racial and gender equity in both policies and practices. To achieve this goal, their website required a comprehensive redesign. My responsibility was to seamlessly align their branding principles with a new, functional, and user-friendly website. The complete project deliverables included:

- Visual Identity Study and Client Expectations Alignment: Thoroughly examined their new visual identity and ensured alignment with client expectations.
- Streamlined Sitemap Development: Developed a more streamlined sitemap based on the existing one.
- Design Sprint Facilitation: Facilitated a Design Sprint with the client to define deliverables and content.
- Wireframe Creation: Created wireframes to validate the website structure.
- Navigable Prototype Development: Developed navigable prototypes to showcase the website's functionality and user experience.
- Design System, Components, and Responsive Layout Creation: Created a comprehensive Design System, including reusable components and a responsive layout, within Figma.
- Handoff and Alignment with Development Team: Effectively handed off the design assets and ensured alignment with the development team for website implementation.

Project Impact:

The redesigned website effectively communicates Project SETA's mission and values, while providing a user-friendly platform for engaging with their work and supporting their mission to promote racial and gender equity in Brazilian education.

Website Redesign - Magnetron Motos

UX Designer | Freelancer

08/2023 - 01/2024

Project Overview:

Magnetron Motos, a nationwide leader in manufacturing and selling electrical and mechanical parts for motorcycles, sought to revamp their website to address usability and visual issues that were causing user dissatisfaction. The outdated website, which served as an extensive online catalog for

mechanics, motorcycle owners, sales representatives, and enthusiasts, required a comprehensive redesign to enhance user experience, information accessibility, and overall brand perception. As a UX/UI designer, I played a pivotal role in the website's transformation, encompassing the following tasks:

- **Thorough Analysis:** Conducted a detailed examination of the existing website to identify its strengths, areas for improvement, and user behavior patterns.
- **Data-Driven Insights:** Utilized analytics data to gain insights into user behavior and website performance, informing design decisions.
- **Defining the Problem Space:** Clearly identified user needs, business objectives, and design constraints to guide the research process.
- **Business Alignment:** Deepened my understanding of Magnetron's business operations to ensure the design aligned with their goals and target audience.
- **Stakeholder Communication:** Maintained open communication with the Magnetron team to address concerns and ensure alignment throughout the project.
- **Competitive Analysis:** Analyzed competitors' websites to identify trends and opportunities for differentiation.
- **User Interviews:** Conducted user interviews to gather qualitative insights into user needs, preferences, and pain points.
- **Data Synthesis:** Refined and synthesized data from various sources to inform design decisions and ensure a user-centric approach.
- **Actionable Plan:** Developed a comprehensive action plan outlining the website's redesign process, with a focus on user experience improvement.
- **Comprehensive Design:** Created a comprehensive website structure, including sitemap, user journey, wireframes, final layout, Design System, element componentization, high-fidelity prototyping, and handoff to the development team.

Project Impact:

The revamped Magnetron Motos website resulted in a significant improvement in user experience, evident through increased conversion rates, enhanced user satisfaction, and a strengthened brand image. The website now serves as a valuable tool for the company, effectively showcasing their products, engaging with customers, and reinforcing their position as a leading motorcycle parts provider.

App Club Athletico Paranaense

<https://camilareimann.com.br/athletico.html>

UX Designer | Product Designer | Freelancer

05/2022 - 10/2023

Project Overview:

To commemorate the 100th anniversary of Club Athletico Paranaense, the club's marketing team embarked on a mission to create a special app for their passionate fans. The goal was to make users feel like they were part of the team, as if they had just joined the ranks. To achieve this, an interactive onboarding experience was developed. Through a first-person video, users were taken on a tour of the team's training center, introduced to the players and staff, and finally, invited to sign up for the app by symbolically signing a contract. The app offered a wide range of features, from checking in with a digital membership card to purchasing tickets, ordering snacks, viewing the match schedule, accessing the Rede Furacão to watch previous games, and staying up-to-date on team news. As the sole designer on this project, I played a crucial role in shaping the user experience and visual identity of the app. My responsibilities included:

- **Project Briefing and Stakeholder Alignment Meetings:** I actively participated in project briefing sessions and alignment meetings with stakeholders to fully understand their expectations and ensure the project aligned with the club's overall goals.
- **Initial Proposal Development:** I crafted a compelling initial proposal to present the project idea to the club's leadership, highlighting its potential impact and benefits for both fans and the club.
- **User Journey, Sitemaps, and Wireframes:** I meticulously developed storyboards, user journeys, sitemaps, and wireframes to define the app's structure, navigation, and user flow, ensuring a seamless and intuitive user experience.

- **User Research:** I conducted both qualitative and quantitative user research to gather insights into fan needs, preferences, and expectations, informing the design decisions and ensuring the app truly resonated with its target audience.
- **App Interface Design:** I utilized Figma to design the app's interface, meticulously crafting every component, including icons, buttons, and menus, to create a visually appealing and user-friendly experience that aligned with the club's brand identity.
- **Low and High-Fidelity Prototypes:** I developed low and high-fidelity prototypes to visualize the app's functionality and user flow, enabling thorough testing and refinement before presenting it to stakeholders and conducting user testing.
- **Collaboration with Development Team:** I worked closely with the development team throughout the project, providing clear design specifications, maintaining open communication, and ensuring seamless integration of my designs into the app's development.
- **Project Presentation and Defense:** I confidently presented the project to stakeholders, effectively defending my design decisions and highlighting the app's potential to enhance fan engagement and strengthen the club's brand.

Project Impact:

The app was a resounding success, garnering rave reviews from fans and significantly enhancing their engagement with the club. The immersive onboarding experience effectively captured the spirit of the club's centennial celebration, while the app's comprehensive features provided fans with a valuable tool to stay connected to their team. It was an incredibly rewarding experience to be a part of such a meaningful project that brought joy to thousands of passionate fans.

Freelancer

Multidisciplinary Designer

01/2020 – Present

As a seasoned and passionate freelancer in the field of design and communication, I bring a wealth of experience and expertise to every project I undertake. My dedication extends from the initial consultation to the final delivery, ensuring that my clients receive the best possible solutions tailored to their specific needs. Through my freelance experience, I have honed my time management skills and developed a range of essential soft skills. My core responsibilities include:

- **Project management:** I manage my time and resources efficiently to deliver the best results within the deadline.
- **Communication:** I communicate clearly and objectively with clients, ensuring that everyone is on the same page.
- **Creativity:** I have an organized and efficient creative process that allows me to generate innovative ideas and effective solutions.
- **Proactivity:** I am a proactive professional who always seeks to go beyond what is expected.
- **Graphic Design Deliveries:** Naming, brand creation and visual identity, materials for digital campaigns, report presentations, visual and conceptual developments.
- **User Experience and Interface Design (UX/UI) deliverables:** Layouts for websites and apps, wireframing, UX maps, software interface (SaaS) and interactive prototypes.

COURSES AND CERTIFICATIONS

Responsive Web Design

freeCodeCamp (online)

Completed in 2024

Key Learnings:

- Fundamentals of HTML and CSS
- CSS Syntax and Structure
- Essential CSS Properties
- Precise and Efficient Styling Rules
- Flexbox and CSS Grid
- Media Queries
- Breakpoints
- Fluid Grids, Flexible Viewports, and Relative Units

- Visual Design and User Interface
- Simple and Interactive Animations using CSS

Designing Websites with HTML5 e CSS3

DIO (online)

Completed in 2023

Key Learnings:

- Responsive Design;
- Bootstrap;
- Introduction to Javascript;
- JQuery Library;
- Web hosting;
- SEO Optimization;
- Github.

Foundations of User Experience (UX) Design

Google - Coursera (online)

Completed in 2022

Key Learnings:

- Empathy and UX research;
- Definition of personas and user journey mapping;
- Design Thinking;
- Basic UX principles;
- Information Architecture;
- Interaction design;
- Prototyping tools;
- Usability testing;
- Iteration and refinement;
- Development of a complete UX project (<https://camilareimann.com.br/doggo.html>)

ACADEMIC BACKGROUND

Certification Course, Full-Stack Web Development

SENAI/SC - Serviço Nacional de Aprendizagem Industrial

December 2023 - November 2024

Key Learnings:

- The Full-Stack course provides hands-on experience with essential web development technologies, including HTML, CSS, JavaScript, TypeScript, Angular, Java, PostgreSQL, and Spring.
- The course also covers the application of agile methodologies such as SCRUM and version control practices using Git and GitHub.

Bachelor's Degree in Social Communication

Universidade Positivo

Completed in 2013