

ISABELA ROMA

UI/UX DESIGNER | ILLUSTRATOR | ARCHITECT

ABOUT ME

I am a 24 years old brazilian architect and urbanist, graduated with honours from the best university in Latin America, University of São Paulo.

Currently, I work as an art director for an expanding digital educational company, and in the meantime, I am looking to consolidate my career as an UI/UX Designer.

I consider myself to be a highly dedicated, communicative and organized person, always willing to learn new things and take on new challenges.

- Solid knowledge in responsive UI/UX Design using softwares such as Figma, Invision, Adobe XD, Photoshop and Illustrator.

- Learned the basics of coding using HTML5, CSS3 and JavaScript, facilitating the development process by "speaking the programmer's language".

- Entrepreneurial vision to contribute with viable strategies for the business and a strong design thinking mindset, being able to solve problems through empathy and offering innovative solutions.

EDUCATION

2008 - 2014

English Proficiency with TOEFL Certificate @FISK Ribeirão Preto.

2015 - 2021

Bachelor Degree in Architecture and Urbanism @University of São Paulo – São Carlos

2021

UI/UX Design Specialization @California Institute of the Arts (Calarts)

2021

HTML5, CSS3 and JavaScript Specialization @University of Michigan

2021

Design Thinking for Innovation Course @University of Virginia

EXPERIENCE

2017 - 2019

Scientific Research | IAU-USP

- Collection of material, analysis and laboratory tests at the Civil Construction Laboratory at the Institute of Architecture and Urbanism, being responsible for the developing and improving plates made of recycled coffee capsules for use in civil construction.

01/2018 - 03/2018

Internship | Juliana Nogueira Architecture

- Responsible for developing 3D models in REVIT for interior and exterior renovation and construction of private residences in Ribeirão Preto and Bonfim Paulista

- Designed Juliana's logo and visual identity, helping with her marketing and business strategy.

02/2020 - 02/2021

Internship | Daniele Giacomeli Architecture and Interiors

- Responsible for design and development of 3D models in SketchUp for internal and external renovation and construction of private residences and stores in São Carlos.

2019 - Current

Art Director | Coruja Sábica

- As an art director, I create copyright illustrations for commercial use in didactic materials and online classes, graphic materials for the company and I am also responsible for laying out and formatting classes.

2021

UI/UX Design Projects

Cake@Home

- Created a website for a unique restaurant concept, from the sitemap to wireframes and high-fidelity prototypes

- Researched the main target audience, coming up with user personas to develop a suitable design strategy and study the ideal outline of scope for the client

Me.Flix

- Created an app with a specific user persona in mind, assigning potential roles to be a part of the initial user target group, providing specific solutions to the client/designer goals.

- Used prototyping software to put your static screens into a realistic context, and simulate interaction in order to understand how the app feels, in order to troubleshoot and fix problems.

Lenzoo

- Created a landing page for the company's both web and mobile website, branding a new product, soon to be launched.

- Designed a social media post marketing the new product



+55 (16) 99360-8753



isabela.roma@gmail.com

PORTFOLIOS



linkedin.com/in/isabela-roma



behance.net/isabelaroma



artstation.com/isabela_roma



isabelar.github.io

LANGUAGES

PORTUGUESE – Native

ENGLISH – Fluent

ITALIAN – Advanced

FRENCH – Basic

DEVELOPMENT

HTML5

CSS3

JAVASCRIPT

TOOLS

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

FIGMA

ADOBE XD

INVISION

BALSAMIQ WIREFRAMES

DESIGN

CONCEPT SKETCHING

WIREFRAMES AND MOCK-UPS

PROTOTYPING

USER FLOWS

RESPONSIVE DESIGN

STYLE GUIDES

RESEARCH

PERSONA HYPOTHESIS

STORYBOARDING

A/B TESTING

INTERVIEW

SURVEY

USABILITY TESTING