



Bibiana De Carli

UX/UI PRODUCT DESIGNER,
N/N GROUP CERTIFIED

WITH +10 YEARS OF EXPERIENCE, WORKED AS ENTREPRENEUR AND FOR SMALL AND BIG COMPANIES. MY PASSION IS TO DEVELOP NEW DIGITAL SOLUTIONS AND CREATE PRODUCTS THAT FACILITATE CUSTOMER'S LIFE AND TRANSLATE FUNCTION INTO FORM AND USABILITY.

As Designer and Web Developer, I can offer a full project understanding. With experience in User-Experience and User-Interface, Information Architecture, Agile Development, Art Direction, Front-End Development (CSS/SASS and jQuery/AJAX), Advertising, Digital Marketing, and even good base knowledge at Back-End Development (SQL and PHP), I can understand and organize all processes of products development, speeding up all dynamics involved and create a complete and efficient solution for customers and businesses.

WORK EXPERIENCE

UX/UI Designer

BOOKING.COM

From 11/2017 to Current Date (+2 years)

ACTIVITIES

- Develop new products, with user-experiences, interfaces and usability.
- Implement front-end and back-end structures for web services.
- Create branding, advertising and marketing strategies for products and company.

Co-Founder & Design Director

HIBRA - TECH SOLUTIONS

From 09/2016 to Current Date (+1 year)

ACTIVITIES

- Develop new products, with user-experiences, interfaces and usability.
- Implement front-end and back-end structures for web services.
- Create branding, advertising and marketing strategies for products and company.

Founder & Freelancer

BIBIS - CREATIVE DESIGN

From 01/2014 to Current Date (+3 years)

ACTIVITIES

- Offer a complete solution, for small and medium companies, in graphic design (prints, editorials, branding), web development (sites, blogs) and digital marketing (social media, ads).
- Create new brands, marketing strategies and market positioning.
- Measure client's results with marketing investments.
- Suggest creative ideas and easy solutions for small budgets.

Art Director & Web Designer

VALE MAIS COMUNICAÇÃO

From 05/2010 to 12/2013 (3 years & 9 months)

ACTIVITIES

- Design solutions for web applications, considering user-experience, user-interfaces, development resources, information architecture and applications environment.
- Create and design full ads campaigns, from copy writing to graphic and web design materials.
- Art direction assistance and support for team's members.
- Manage clients accounts and find better solutions for their problems.
- Create graphic and editorials materials and close files for print bureau.
- Analyse marketing strategies and help to develop creative solutions.

CONTACT

bibiana.decarli@gmail.com
Amsterdam, The Netherlands

LANGUAGES

Portuguese-BR (Native)
English (Advanced)

AWARDS / HONORS

1st Place - GEM Category,
Booking.com Internal Hackathon
With almost 200 teams, 7 projects were
recognized

Booking Hackathon, Women Edition

45 women were select to create new
solutions for travel experiences 2017
Our solution received the Honour Mention
between 8 teams

V Prêmio Sinapse da Inovação

(*Innovation Synapse Award*) 2016

Prizes and support for startups with
innovative ideas (for HIBRA Tech Solutions)

Scientific & Tech Sponsorship 2016

Personal support by FAPESC as Researcher to
develop new technologies and applications
at HIBRA Tech Solutions

Scientific Initiation Scholarship 2009

FAPESC Scholarship for UX Research

'Design Focused On User-Experience'

Participant of Prêmio Mérito Universitário

Catarinense 2009 ('University Merit Award')

Best Student in Class

(*Design B.A.*) 2009

Maximum Score at Dissertation

(*Design B.A.*) 2009

'Web Browser Game for Girls'

MORE INFORMATION AND
COMPLETE PORTFOLIO AT
WWW.BIBIDECARLI.COM

ACADEMIC EDUCATION

Nielsen Norman Group - UX Certified

UX Research & Interaction Design Specialization | Amsterdam
Jun/2018, Jun/2019, 80h

Digital Marketing & Social Media Specialization

GPA: 3.77 | Joaçaba, Brazil
From 06/2012 to 06/2014, 360h

Design, B.A. - Visual Communication with Multimedia Specialization

BEST STUDENT IN CLASS

GPA: 3.36 | Videira, Brazil
From 01/2005 to 06/2009, 3.210h

COURSES

UX COMPLETE TRACK CARRER

May/2017, 45h - Alura, Online

METRICS & WEB MONITORING

May/2017, 16h - Sustentare Escola de Negócios, Joinville, Brazil

USER-EXPERIENCE FOR WEB DESIGNERS

May/2017, 13h - UXAcademy, Online

COMMUNICATION PROJECT MANAGEMENT

May/2012, 16h - Clear Educação e Inovação, Florianópolis, Brazil

WEB PROGRAMMING & DATABASE

Dec/2011, 120h - UNOESC, Joaçaba, Brazil

RESEARCHS

DESIGN FOCUSED ON USER-EXPERIENCE

2009, UNOESC, Brazil

This project defined the use of Modboard with an optimized User-Experience using Flow methodology, by Mihaly Csikszentmihalyi and applied for web design development.

WEB BROWSER GAME FOR GIRLS

2009, UNOESC, Brazil

Through different researchs in design, user-experience, interaction, psychology and games; the game design wants to attract girls for online environments, familiarize their experience with internet and games, create a safe environment for girls socialize and show fun activities that can be learned with cooperation and empowerment.

PRESENTATIONS

I INTERACTION SOUTH-AMERICA (IxDA)

Web Browser Game for Girls

Published at book 'Anais do 1º Congresso de Design de Interação'
Nov/2009, São Paulo, Brazil

I & II SIEPE (Seminário Interno de Ensino, Pesquisa e Extensão da UNOESC)

Design Focused on User-Experience

Web Browser Game for Girls

Sep/2009, Videira, Brazil and May/2009, Videira, Brazil

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UX / UI DESIGNER

EXPERTISES

PRODUCT

User-Interfaces
User-Experience
UX Research
UX Strategy
Collaboration
Agile Development

ADVERTISING

Art Direction
Digital Marketing
Social Media

GRAPHIC DESIGN

Branding
Editorials
Printings
Photo-Manipulation
Packagings

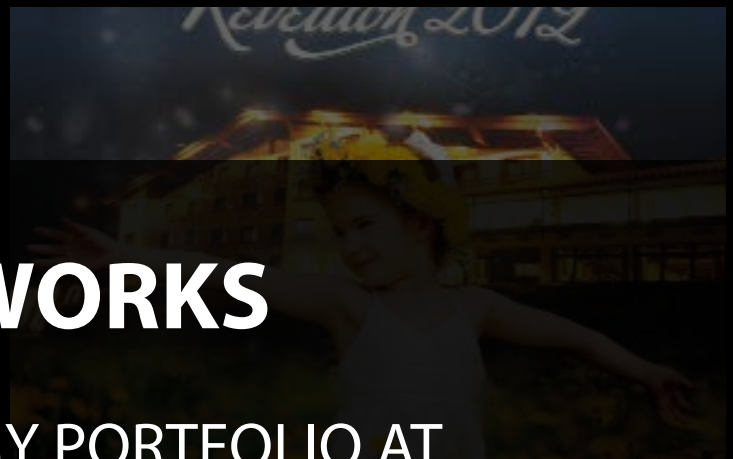
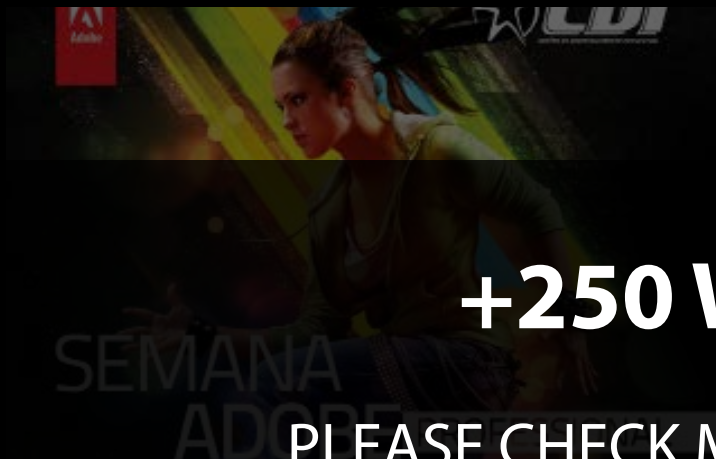
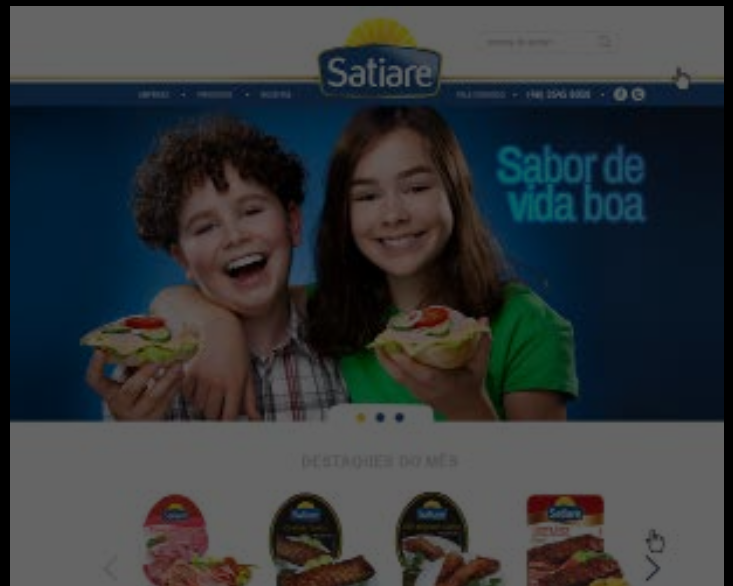
SOFTWARES

Figma / Sketch
Photoshop / Lightroom
InDesign
Illustrator
Wordpress

CODE SKILLS

HTML / CSS / SASS
jQuery / AJAX / JSON
MySQL
PHP / PDO

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+250 WORKS

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