



## THAÍS GIOIA SAMPAIO

10/21/1992

Italian - Brazilian

+49 01520/745 40 83

thais.gioia@outlook.com

### MY PORTFOLIO

[www.thaisgioia.com](http://www.thaisgioia.com)

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## HELLO! I AM THAÍS GIOIA

a UX/-Product Designer with a passion for multidisciplinary. My strong concept skills combined with my enthusiasm for information architecture make me a dynamic designer who brings new ideas into the projects.

*My salary expectations would fall in the range of € 55,000 to € 60,000 per year.*

## PROFESSIONAL

Frankfurt am Main/ Rio de Janeiro - January 2014 - Today

### UX/-Product Designer

#### Freelancer designer

Analysis of the customer, brand and user necessities • Design strategy, business, and user-centric solutions through the design thinking method • Generation of smart information architectures from complex information

Bad Homburg - April to June 2019

### User Interface Designer

#### SYZGY • Digital marketing and sales solutions

Design for products like Business Platforms, Digital Services, Brand Pages and Online Campaigns • Iterating designs based on user research • Creation of XD deliverables, like journey maps, prototypes, and design systems • Assembling documents around fundamental design patterns for the design system

Frankfurt am Main/ Köln - November 2018 to March 2019

### UX/-Visual Designer

#### Cologne Intelligence - Mobile Minds • IT agency

Researching, conceiving, sketching, and prototyping user-experiences for responsive mobile products • Collaboration with other team members and stakeholders to create intuitive user experiences across Android and IOS platform • Translation of concepts into user flows, wireframes, mockups, and prototypes • Identification of design problems and elegant solutions devising • Strategic design and user-experience decisions related to core, and new, functions and features

Frankfurt am Main - March to September 2018

### Art Director

#### Huth + Wenzel • Advertising agency

Creation and conception of interactive projects, especially in the field of social media • Creation of layouts for print products such as: advertisements, brochures, flyers, mailings; exhibition materials/walls • Image research and image editing • Adaptation of existing layouts to different formats and media • Development, design and conception of the websites

Rio de Janeiro - February to August 2017

### Information designer

#### National newspaper D.O Notícias • Imprensa Oficial do Estado do Rio de Janeiro

Coherently translation of complicated subjects into infographics • Visual material support creation to journalistic articles • Design visual communication to a specific target audience • Photo editing and articles layout • Elaboration of final art files to print process • Work in a diverse team with professionals such as journalists and photographers

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Frankfurt am Main - March to December 2016

### **Communication Designer - Werkstudentin**

**Brandíque UG • Marketing agency**

Creation of digital media as well as classic print media projects for international clients • Brand presence (visual identity, website, company presentation, etc.) • Design from the first concept to the customer presentation.

Rio de Janeiro - January 2014 to February 2015

### **Digital Designer - Intern**

**CapGov • IT agency**

Experience in mobile app and responsive website design • Creating sketches, user flows, process diagrams, wireframes, and working prototypes, both low and high fidelity • Elaboration of visual material support to Apps and Websites • Working knowledge of product development sprints

Rio de Janeiro - April 2013 to July 2014

### **Art History - Student assistant**

**Universidade Federal do Rio de Janeiro**

Conception, design, and implementation of teaching materials • Tutorial in the field of art history

Rio de Janeiro - January 2010 to December 2012

### **Scientific Researcher (civil engineering) - Student Assistant**

**Laboratório de Geotecnia e Pavimentos COPPE/UFRJ**

Civil Engineering Research Project Management • Focus on geotechnical engineering and structures

## EDUCATION

2011 to 2017

### **Bachelor Visual Communication Design**

**Universidade Federal do Rio de Janeiro**

Branding • Editorial • Wayfinding (signage)

WS 2015 to SS 2016

### **Semester Study Abroad • Bachelor Visual Communication Design**

**(Scholarship - Science Without Borders - Ciência sem Fronteiras)**

**Hochschule Darmstadt - University of Applied Sciences**

UX/UI • Business Design • HTML und CSS

2010 to 2011

### **Mathematics Applied to Economics and Management**

**Universidade Federal do Rio de Janeiro**

Financial Administration • Marketing and Strategy

2006 to 2011

### **Civil engineering - Technology Education**

**Centro Federal de Educação Tecnológica Celso Suckow da Fonseca**

Geotechnics • Structures

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## SKILLS

**Adobe XD** • Advanced knowledge

**Sketch** • Advanced knowledge

**Adobe Illustrator** • Advanced knowledge

**Adobe InDesign** • Advanced knowledge

**Adobe Photoshop** • Advanced knowledge

**Adobe After Effects** • Good knowledge

**Wordpress** • Good knowledge

**HTML/ CSS** • Good knowledge

**JIRA** • Good knowledge

**Confluence** • Good knowledge

**Abstract** • Good knowledge

**Marvel** • Good knowledge

**UXPin** • Good knowledge

**InVison** • Good knowledge

**Axure** • Basic knowledge

**JavaScript** • Basic knowledge

**OmniGraffle** • Basic knowledge

**Balsamiq** • Basic knowledge

**Origami** • Basic knowledge

## LANGUAGES

**Portuguese** • Native

**German** • Fluent

**English** • Good knowledge

**Spanish** • Good knowledge

**Italian** • Basic knowledge

## CERTIFICATES

- 2019 **Computer Science and Mobile Apps** • Harvard University/edX (*in progress*)
- 2019 **Human-Computer Interaction** • Interaction Design foundation (*in progress*)
- 2019 **Conducting Usability Testing** • Interaction Design foundation
- 2019 **Java: Erste Schritte** • Alura
- 2019 **Scrum: Agility in your project** • Alura
- 2019 **UX Strategy: Develop and refine ideas** • Alura
- 2018 **Programming logic I: The first programs with Javascript /HTML** • Alura
- 2015 **Intelligent Games** • UFRJ