

AMANDA RIBEIRO

UX/UI DESIGNER

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📍 New York, NY

PROFILE

I look at problems as opportunities, both in my life and my work. Driven by curiosity and propelled by empathy, I employ user-centered design thinking to create intuitive and beautiful user experiences. I've also spent nearly 5 years as an advertising Account Manager, fostering diplomatic yet effective communication between creatives, stakeholders, et al.

EXPERIENCE

UX/UI/PROJECT MANAGEMENT INTERN 2018 - present
SWARM.

- UX and UI design for iOS & Android apps and desktop (IA, mid-fi, hi-fi)
- Collaborate with full-stack developers and QA team on launch of iOS & Android apps in Agile environment, ensuring roadblocks are identified and solutions are carried out in a timely manner

UX/UI DESIGN CONSULTANT 2017 - present
Independent contractor for various startups

- Research and design for native iOS app and responsive web
- Establish vision for innovative startups, whether launch or redesign
- Increase user satisfaction as proven through usability testing
- Create brand personality through UX copy and UI design
- Deliverables: research, IA, wireframes, prototypes, testing, branding

ACCOUNT EXECUTIVE 2015 - 2017
Merkley+Partners // Account: Mercedes-Benz USA

- Coordinated with clients, art directors, designers, strategists, and more to manage the production of MBUSA advertising materials
- Project lead on national corporate sponsorship campaigns
- Directly supervised and helped grow a team of two to three

STRATEGIC ACCOUNT EXECUTIVE 2014 - 2015
Y&R // Account: Bank of America

- Led messaging strategy and communication for digital, OOH, and DR/CRM creative, internally and with 5+ national partner agencies
- Owned competitive research and client presentations

ASSISTANT ACCOUNT EXECUTIVE, INTERN 2013 - 2014
MAUDE // Accounts: truTV, UFC, WeTV, Al Jazeera America, Newtown Action Alliance (pro-bono)

- Liased with clients, designers, copywriters, media, vendors to ensure creative was on-brand and delivered on time
- Promoted from Account Intern to Assistant Account Executive

TOOLS

- Sketch
- InVision
- Zeplin
- OptimalSort
- Omnigraffle
- Marvel
- Trello, Asana, Slack
- Adobe Illustrator

PRACTICES

RESEARCH / DESIGN / TEST

- User Research
- Wireframing
- Prototyping
- Feature Prioritization
- User Journeys
- Heuristic Evaluation
- Information Architecture
- Usability Testing
- Affinity Mapping
- Personas
- User Flows
- Responsive Design
- Competitive Analysis

PROJECT MANAGEMENT

- Agile Sprint • Scrum/Scrum Master • Standup

EDUCATION

GENERAL ASSEMBLY

Certificate, User Experience Design, 2017

FASHION INSTITUTE OF TECHNOLOGY

B.S., Advertising & Marketing Comms., 2013
Minors: Spanish, Psychology
Dean's List, Major GPA: 3.8/4.0

A.A.S., Fashion Merchandising Mgmt., 2011

INTERESTS

Traveling • Music • Art • Photography • Yoga • Fashion • Architecture/Real Estate • Wellness • Entertainment • Hiking • Latin/Hispanic culture