aline galvao rocha

Experience Designer

aline.agrdesigner@gmail.com

agrdesigner.com

604-725-9752

Projects

Boomerang Life
App design to facilitate and improve recreational and social experiences for seniors with Alzheimer's or dementia.

Global Degree Academy
Website redesign for a service company providing safe travel and education experiences for global students.

In both projects, I conducted interviews and user research while managing the team's timeline and client communication. Also worked on wireframes and prototypes in collaboration with other team members, while ensuring prioritization, consistent delivery and proper documentation throughout all project phases.

Freelance Experience

Stable.Work   06/2019 - 02/2020
UX, UI, Branding

Worked in collaboration with an engineer, another designer, and sales on their new website branding, UI and signup flow while doing UX for their platform. Performed research, defined their use cases and structured user flows for each of them, and carried out the design changes through wireframes and comprehensive prototypes.

Zymmeworks   04/2018 - 10/2018
UI, Information Architecture, Illustration, HTML, CSS

Created screen templates, scientific illustrations, sitemap, and a thorough design system to be handed off to their developers working on their company tech blog.

Craft Cafe, Strive Health and Performance, Opentech and others
UI, Graphic Design, Front-end Development

Designed and developed responsive online presences for small-businesses, using Wordpress, HTML, and CSS. Also created branded printed materials (brochures, business cards, etc).

Other Experience

Instructor Teaching Assistant   05/2019 - 03/2020
RED Academy

• Assisted the instructor in their duties and during lessons and workshop time
• Mentored and coached students throughout their project phases
• Participated in the course planning and retrospective
• Kept up-to-date with UI/UX design tools and skills
• Preserved a supportive and collaborative culture among students and staff

Graphic Designer   04/2016 - 09/2018
Interstyle Ceramic & Glass

• Consistently delivered graphic (digital and print) solutions for client projects and internal use in a faced-paced environment with minimal staff
• Designed, improved and maintained multiple sub-brands' websites and marketing collateral of 25+ product lines
• Created and implemented workflows to standardize creating realistic renderings and processing mosaic projects
• Brainstormed and troubleshooted suitable designs for clients' projects, considering the client's needs and the company's goals and resources

Skills

• Sketch, Adobe XD
• Adobe Creative Cloud
• HTML5, CSS3
• Marvel, Invision, Principle
• Zeplin, Abstract

• User stories and scenarios
• User flows and journey maps
• Wireframes and mockups
• Interface prototypes
• High fidelity UI
• Atomic design systems
• User centric design
• Ideation brainstorming
• Interaction snipets

Education

User Experience Design
RED Academy, Diploma
2018-2019

Web Dev. Foundation
RED Academy, Certificate
2016

Design Formation
Langara College, Diploma with honours
2014-2016

Electives:
• Web Design Fundamentals
• Advanced Web Design
• Intro to Photography