

# INIS LEAHY

UI/UX DESIGNER  
with background in  
Neuropsychology

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Brazilian/Italian

## PORTFOLIO

[inisleahy.com](http://inisleahy.com)

## LINKEDIN

[linkedin.com/in/inisleahy/](https://www.linkedin.com/in/inisleahy/)

## SOFTWARE

Adobe XD, Sketch, Axure,  
Invision, Marvel, Photoshop,  
Illustrator, InDesign, After  
Effects, ProtoPie.

## KNOWLEDGE

UI, UX, wireframing, prototyping,  
information architecture, responsive  
webdesign, HTML & CSS, quantitative  
and qualitative research, psychology,  
human cognition, neuropsychology.

## ABOUT ME

I'm a designer with over 4 years of technology industry experience and almost 10 years of experience in research on human behavior and cognition. I come from an academic research background, having worked for years in one of the most renowned Universities in Brazil. Later, I decided to make the switch to work in the technology industry, finally being able to apply my psychology knowledge in an area I love: Design!

I love working in companies that value UX design as the core of a product or service, as my main goal is to create and improve digital products that can really impact people's lives.

I'm a fun and curious person who loves learning and improving skills daily and an advocate for the power of interdisciplinary teams in order to create great design!

## WORK EXPERIENCE

SEP 2018 - PRESENT

### FACEBOOK (IRELAND)

*Visual UX Designer*

Responsible for translating Facebook Gaming brand into digital assets and products, being the main project Facebook Gaming Marketers website. I'm responsible for liaising with developers and stakeholders, as well as conducting usability tests/user research to inform design decisions.

AUG 2017 - SEP 2018

### IDEA LTD. (IRELAND)

*UI Designer*

Responsible for UI/UX design, creating wireframes, building site maps and mockups. I also designed prototypes that would help us test ideas and discuss them with clients. Part of my role included working with developers to transfer design ideas into pixel perfect products.

AUG 2016 - MAY 2017

### QUEM TE VIU MARKETING (BRAZIL)

*Digital Designer*

As a digital designer, I was responsible for creating all graphic material regarding social media, HTML e-mail, HTML5 banners and various companies websites. We worked on our daily bases with Adobe Creative Cloud, MailChimp, WordPress and Google Analytics.

MAR 2015 - JUL 2016

### EDITORIA SANAR (BRAZIL)

*UI/UX Designer*

As a UI/UX designer, I was part of the online courses department, working to improve the UX aspects of their website, landing pages and learning platform. We performed on our daily bases A/B tests and used tools like Google Analytics, HotJar and CrazyEgg to ensure the best user experience possible.

## EDUCATION

2018 - 2019



**Dún Laoghaire Institute of Art, Design and Technology**

Certificate in User Experience Design

2017- PRESENT



**Aela.io**

Interface Design Course

2015



**SAGA - School of Art, Design and Animation**

Certificate in Graphic Design

2013 - 2015



**Universidade Federal da Bahia**

Master Degree in Medicine and Health (Cognitive Science)

2013 - 2014



**Universidade Federal da Bahia**

Specialization in Neuropsychology

2007 - 2012



**Universidade Federal da Bahia**

Bachelor's Degree in Psychology

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## EXTRA

• **Experience analyzing data:** I worked for 2 years and a half as a research assistant in the brazilian government education program "ProJovem", being part of the team responsible for analyzing large amounts of quantitative and qualitative data coming from all over the country about the efficacy of the program to educate young adults. These results were used by the government to improve and redesign aspects of the program.

• **Public speaking skills and experience in teaching:** I worked for 2 years as a teacher in various brazilian Colleges teaching "Scientific Methodology" and also as an English teacher for High Schoolers.

• **Voluntary work:** I'm currently working as a City Leader for "Ladies that UX Dublin", a group that is part of the global collaborative community of Ladies that UX and is a space for women in the User Experience community to share, collaborate, network and build UX skills needed for professional improvement.