VANESSA CANOSO

◎ Barcelona, Spain
☆ EU citizen

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WORK EXPERIENCE

UX/UI Design - Freelance

Healthy Entrepreneurs
Jul/20 to Oct/20 - Amsterdam, NL (remote)

Responsible for the UX/UI design of the new app used by the health workers of the foundation in Africa.

Implemented new processes to make development more agile and user-centric. Responsibilities included:

- UX Research: Interviews with users from Kenya and Uganda. Identified reasons for low usage and other pain points.

- UX flows: Designed and validated, with a focus on usability for users with limited digital skills.

- Usability tests: Created tasks, conducted remote testing and analyzed results.

- UI design: From wireframes to final prototype, following usability heuristics.

- Alignment with developers

Photographer & Videomaker

Spotahome
Jul/19 to Jul/20 - Barcelona, Spain

Photo & video capture and post-production.

Owner & Photographer

Vanessa Canoso Photography
May/12 to Jul/20 - Brazil and Spain

Created a photography company focused on advertising and fashion.

- Handled client relationships and creative direction (define requirements, provide advice)

- Lead my team and coordinated shootings (models, makeup artist, stylist). Responsible for the final result.

- Shooting and post-processing

Clients: Vogue Italy, Harper's Bazaar, Batiste dry shampoo, Hydra Pet Society, Edega Rothschild...

EDUCATION

UX/UI Specialization

California Institute of Arts, EAD (2020)

BA in Photography

Belas Artes University, São Paulo (2013-2015)

BA in Advertising & Marketing

Belas Artes University, São Paulo (2011-2013)

ADDITIONAL COURSES

Design Thinking

IDEO U, EAD (2020)

Conducting Usability Testing

Interaction Design Foundation, EAD (2020)

Digital Marketing

Imagina Business School, Barcelona (2020)

Graphic Designer

Senai, São Paulo (2017-2018)

SKILLS

User interviews & Research
Personas & User flow and Journeys
Information Architecture
Wireframing
Low to High fidelity Design
Prototyping
Usability testing

TOOLS

Sketch, Figma, Adobe XD, Invision, Balsamiq, Zeplin, Photoshop, Illustrator, Indesign.

LANGUAGES

Portuguese Native **Spanish** Advanced
English Advanced **French** Beginner