

VANESSA CANOSO

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

LANGUAGES

Portuguese Native Spanish Advanced
English Advanced French Beginner