

Bárbara Silva

Junior Product Designer (UX/UI) | UX Research



Location: Peniche, Portugal **Phone number:** 910029745 **Email:** barbara.cfsilva3@gmail.com

Portfolio: barbarasilva-uxui.design **LinkedIn:** linkedin.com/in/barbara-product-uxui-designer

Languages: Portuguese (Native) English (C1)

I bring needs assessment and human behaviour expertise to UX/UI, uncovering real user needs and translating them into practical design solutions. I design clear, trustworthy, research-led experiences and resolve friction early.

Projects & Experience

| Selected UX Projects (Product Design – UX/UI & Research) - Portfolio

- **Lifeasier** — Secondary research + questionnaires/interviews, IA, user flows, wireframes, prototype, accessibility-first UI (large type / contrast);
- **KnowYou+** — Secondary research + competitive analysis + focus group, interactive prototype (Figma/Framer); usability test (8 participants);
- **easyAir** — easyJet checkout redesign: review/feedback analysis (secondary research), heuristic evaluation/benchmarking, flow redesign + prototype, usability testing (5 participants - 5/5 preferred redesign).

| Digital Illustrator - Freelance

3/2025 - Present

- Creating digital illustrations and visual materials for educational and social projects.

Courses

| Google Analytics 4 (GA4) – Google Digital Academy

Valid: 1/2026 – 1/2027

| Web Development - Code First Girls

5/2024 – 7/2024

| UX/UI Design Specialization - FLAG

9/2022 – 3/2023

Skills

| **Technical Skills:** Figma, Framer, Miro, Adobe Photoshop/Illustrator, GitHub;

| **UX/UI & Product:** User-centered design (UCD), IA, user flows, wireframing, prototyping, style guide/UI system, responsive design (cross-device), design documentation;

| **UX Research:** Secondary research, competitive analysis, heuristic evaluation, questionnaires, personas/ empathy maps, interviews, focus groups, usability testing, affinity mapping, insights & recommendations;

| **Analytics & Data:** Google Analytics 4 (GA4): web analytics, tracking/reporting, SPSS (data analysis);

| **Front-end:** Built a responsive portfolio website from scratch — HTML, CSS (+ basic JS snippets), Microsoft Office.

Background Experience

Director of Services - <i>Centro de Estudos Culturais e de Acção Social Raio de Luz</i>	7/2019 – 3/2024
Technical Director - <i>M.H.A.S- Centro Geriátrico</i>	7/2017 – 2/2019
Technical Director - <i>Navion – Empreendimentos Hoteleiros e Lar de 3ª Idade</i>	8/2016 – 5/2017

- Planning and creation of physical, social and cognitive activities to ensure the biopsychosocial well-being of the elderly, taking into account prior individual assessments;
- Creation, organisation and optimisation of internal documents and procedures;
- Creation of advertising, content creation and management of social networks;
- Recruitment, management and supervision of teams;
- Management of operations and suppliers;
- Daily monitoring and support of the elderly and their families.

Education Background

Bachelor's degree in Gerontology - <i>Escola Superior de Educação de Coimbra</i>	9/2012 – 7/2015
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Other Training

Advanced IPSS Management Program - <i>UNITATE</i>	9/2020 – 7/2021
Nursing Home Organizational Management - <i>AAGI-ID</i>	2/2016 – 3/2016