

# Bárbara Silva

## Junior Product Designer (UX/UI)

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**Portfolio:** [barbarasilva-uxui.design](https://barbarasilva-uxui.design) **LinkedIn:** [linkedin.com/in/barbara-product-uxui-designer](https://linkedin.com/in/barbara-product-uxui-designer)

**Languages:** Portuguese (Native) English (C1)

### Professional Summary

Junior Product Designer focused on UX/UI and UX Research, with a background in needs assessment, human behaviour and service operations. Skilled in user research, information architecture, usability testing, accessibility and prototyping, translating real user needs into clear, practical and trustworthy digital experiences.

### Selected UX/UI Projects & Relevant Experience

#### UX/UI Case Studies, Product Design & UX Research

##### **easyAir, Mobile booking flow redesign**

- Analysed easyJet's mobile booking journey through reviews, benchmarking and heuristic evaluation, identifying friction around fees, upsells, unclear labels and cost visibility.
- Restructured the flow from 8 steps into 4 clearer decisions and tested it with 5 participants, with 5/5 finding easyAir clearer, faster and preferable.

##### **Know You+, Multi-device social experience concept**

- Researched barriers to meaningful connection, including shallow conversations, lack of time, weak shared context and authenticity concerns.
- Designed and tested a mobile and desktop prototype with 8 participants, refining onboarding, profile setup, lobby flow, gameplay answers and mobile navigation.

##### **Lif easier, Research-led mobile product concept for senior autonomy**

- Researched daily autonomy needs with 5 older adults, identifying pain points across planning, hydration, medication, movement, accessibility and cognitive stimulation.
- Translated broad findings into a focused first-release strategy, prioritising personalised cognitive training through accessible information architecture, user flows, wireframes and prototype.

#### Relevant Experience

##### **Digital Illustrator, Freelance**

3/2025 - Present

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

### Skills

**UX/UI & Research:** User research, information architecture, user flows, wireframing, prototyping, usability testing, heuristic evaluation, accessibility, responsive UI.

**Tools:** Figma, FigJam, Framer, Miro, GitHub, VS Code, Photoshop, Illustrator.

**Data & AI:** Google Analytics 4 (GA4), UX metrics, KPIs, A/B testing fundamentals, Generative AI, prompt engineering.

**Additional Skills:** HTML, CSS, basic JavaScript, competitive analysis, affinity mapping, insight synthesis, design systems, AI-assisted research synthesis.

### Relevant Courses & Certifications

UX/UI Design Specialization – <i>FLAG</i>	9/2022 – 3/2023
Creating Design Systems for Usability and Digital Accessibility – <i>Digital Academy Portugal</i>	2/2026
Google Analytics 4 (GA4) – <i>Google Digital Academy</i>	Valid: 1/2026 – 1/2027
Web Development – <i>Code First Girls</i>	5/2024 – 7/2024
Generative AI in Action – <i>IBM SkillsBuild</i>	2/2026
Artificial Intelligence in the Design Process – <i>Môre</i>	4/2026

### Previous 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

- Assessed individual needs through observation, family communication, service planning and the use of cognitive assessment tools, including MoCA and MMSE, contributing to care planning, cognitive stimulation decisions and the adaptation of activities to each older adult’s profile.
- Solved day-to-day operational and human-centred challenges involving older adults, families, teams and service constraints.
- Created, organised and improved internal documentation, procedures and service workflows to support clearer operations and better service delivery.
- Coordinated teams, suppliers, daily operations and communication with families, older adults and the management board, balancing individual needs, service quality and operational and budget constraints.

### Education

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

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