



# Bárbara Silva

Product & UX/UI designer creating better experiences with research, creativity, and empathy.

## Work experience

**Digital Illustrator** Mar 2025 - Present  
*Freelance*

Creating digital illustrations and visual materials for educational and social projects.  
Combining creativity and design thinking to communicate messages in a meaningful way

**Director of Services - Day Center for the Elderly** Jul 2019 - Mar 2024  
*Centro de Estudos Culturais e de Acção Social Raio de Luz, Sesimbra*

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

**Technical Director - Residential Structure for the Elderly** Jul 2017 - Feb 2019  
*M.H.A.S- Centro Geriátrico, Setúbal*

- Project management and supervision of the construction of the building, coordination with public entities and inauguration of the building;
- Planning and creating physical, social and cognitive activities that guarantee the biopsychosocial well-being of the elderly, taking into account prior individual assessment;
- Creation, organisation and optimisation of internal documents and procedures;
- Content creation and management of social networks;
- Recruitment, management and supervision of human resources;
- Management of operations and suppliers;
- Monitoring and daily support for the elderly and their families.

**Technical Director - Residential Structure for the Elderly** Aug 2016 - May 2017  
*Lar Vila Loba, Lourinhã*

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

## Education and Qualifications

**Bachelor in Gerontology** Sep 2012 - Jul 2015  
*ESEC – Escola Superior de Educação de Coimbra, Coimbra*

## Skills



## Personal

**Name**  
Bárbara Silva

**Address**  
Rua da Carreira n41  
2525-041 Atouguia da Baleia

**Phone number**  
910029745

**Email**  
barbara.cfsilva3@gmail.com

**Gender**  
Female

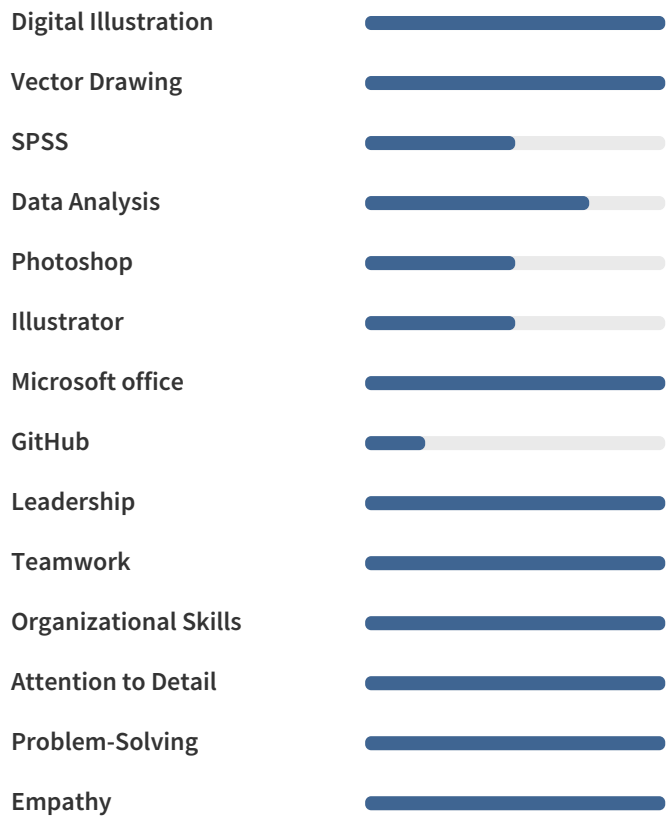
**Nationality**  
Portuguese

**Driving license**  
B

**LinkedIn**  
<https://www.linkedin.com/in/b%C3%AAsilva-gerontologist-product-uxui-designer/>

## Languages

|            |        |
|------------|--------|
| Portuguese | Native |
| English    | C1     |



## Courses

|                                                                 |                     |
|-----------------------------------------------------------------|---------------------|
| <b>Web Development</b><br><i>Code First Girls</i>               | May 2024 - Jul 2024 |
| <b>UX/UI Design Specialization</b><br><i>FLAG</i>               | Sep 2022 - Mar 2023 |
| <b>Adobe Photoshop</b><br><i>FLAG</i>                           | Jul 2022 - Jul 2022 |
| <b>Adobe Illustrator</b><br><i>FLAG</i>                         | May 2022 - May 2022 |
| <b>Advanced IPSS Management Program</b><br><i>UNITATE</i>       | Sep 2020 - Jul 2021 |
| <b>Nursing Home Organizational Management</b><br><i>AAGI-ID</i> | Feb 2016 - Mar 2016 |