

LIVIA ORSINI TAFFO

UI/UX Designer

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Location: Lisbon, Portugal

MAIN SKILLS

User Interface, User Experience, User Flow, Low & Hi-Wireframes, Prototype, Research, Usability Testing, Scrum, Mobile Design, Critical Thinker, Problem Solving, Teamworker

PROFESSIONAL EXPERIENCE

UI/UX Designer, WZP Solutions

2018

On a daily basis, working in a startup environment assists me to grasp, idealize and execute a bunch variety of tasks in different projects with a tight sprint deadline.

Researches are constantly done to get insights and to be within the latest trends. Personas and storytelling are developed.

I sketch low-fidelity wireframe on paper. High fidelity wireframe on the computer. Trace the user flow. Prototypes of varying fidelity are delivered to test assumptions and concepts.

Create colors palette, icons and entire visual designs concept. Handoff the assets to the developer (also strings and trackers).

Pairing with the developer to ensure all design will be followed by maintaining pixel-perfection.

Realize usability tests. Constantly gathering with the team after each part of the process be done, due to the importance of feedbacks, to evolve and hear new ideas.

***Technologies:** Pencil & Paper, Sketch, InVision, Zeplin, Principle, Photoshop, Jira, Active Collab, Asana, Slack, iTunes Connect, iMovie, Brackets, Sublime, HTML, CSS*

Head of Marketing, Paris 6 Bistro

2016 – 2017

Focused on creating user's meaningful experiences to enhance their journey were taught me how to the human-centered approach, unifying marketing concepts with UX knowledge, could transform a sequence of user behaviors into a more pleasant experience.

Create user personas to identify the main sort of customers assisted me to deliver, in an efficient mode, the best approach solutions to the collaborators.

Journey maps supported me to deeply understand different sort of situations that could happen, especially the unexpected ones.

***Technologies:** Pencil & Paper, Photoshop, Illustrator, InDesign, SAP, Pulse, Keynote, PowerPoint, Excel, Numbers, Pages, Word.*

Marketing Manager, Paris 6 Bistro

2012 – 2016

Build the company's marketing department helped me to achieve skills of management and team leader. Market researches were realized to translate marketing opportunities in tangible solutions for the users. Created the interface of the brand's app which reached 250k downloads in less than 6 months, despite not being an app for a daily basis use, with social media effort campaigns. I also was responsible for created the Ads campaigns and delivered it monthly through besides online platforms, in offline media too. Lead the training of the management team

helped me built effective working relationships with internal employees which facilitated the information clearness and its sharing among staff.

Technologies: Pencil & Paper, Photoshop, Illustrator, InDesign, Keynote, Excel, PowerPoint.

Product Manager, CgiKF | Computer Graphic Images **2008 – 2012**

Leading and managing the team - with 15 collaborators - ensuring a clear and effective communication in interfacing between the clients and the designers.
I was responsible for delivering multiple projects at the same time and to run the 2d layouts that I developed on a day-to-day basis using AutoCAD e Photoshop.
Reporting of activities, performance and projects to the stakeholders.

Technologies: Photoshop, AutoCAD, Illustrator, Excel, PowerPoint.

Designer and content writer, Território da Música **2004 – 2008**

Content development for sites of the portal. Illustration, art and image processing.
Write authorial texts about new musician releases.

Technologies: Photoshop, Illustrator, Word.

Graphic Designer, M.Officer **2003**

Responsible for creating, developed and finalized the graphic design materials as advertisements, invitations, billboards, POS materials, lookbook, among others.
Realized digital treatment on images for the fashion brand campaigns. Besides pattern prints creation according to the theme of the collection.

Technologies: Photoshop, Illustrator, Word.

Digital Designer Intern, Grottera.com **2000**

Responsible for creating banners and hot sites with the creative team of the advertising agency.

Technologies: Photoshop, Flash, Dreamweaver, HTML.

EDUCATION

Digital Design, Bachelor's Degree, Anhembi Morumbi University, São Paulo, Brazil, 2005

Marketing, Master's Degree, ESPM, São Paulo, Brazil, 2016

Marketing, International Master Programme, EADA, Barcelona, Spain, 2016

LANGUAGES

Portuguese, Mother Tongue

French, Elementary

English, Advanced

Spanish, Beginner

PROFESSIONAL AND PERSONAL DEVELOPMENT

Leader Coaching | Time Management | Transcendental Meditation | Yoga | Travel Addicted