

# Alessa Danúbia Barros Ferreira Duarte

Product Designer | UX/UI Designer | Web Designer | Graphic Designer

João Pessoa, Brazil | +55 (83) 98774-5081 | [alessaduartedesigner@gmail.com](mailto:alessaduartedesigner@gmail.com)  
| Portfolio: [alessaduarte.com](http://alessaduarte.com) | LinkedIn: [linkedin.com/in/alessaduarte](https://linkedin.com/in/alessaduarte)

**PROFESSIONAL SUMMARY:** Junior UX/UI and Web Designer with a background in Computer Science and Graphic Design. Focused on creating user-centered interfaces that combine visual aesthetics with technical feasibility. Hands-on experience in end-to-end projects, from UX Research to high-fidelity prototyping and developer hand-off. Currently pursuing a postgraduate specialization degree in Graphic and Digital Design, seeking to apply knowledge to build innovative and accessible digital solutions.

## SKILLS

- **Design and Prototyping:** Figma, Adobe Creative Suite (Photoshop, Illustrator), Design Systems, Wireframing, Interactive Design.
- **UX and Research:** UX Research, Usability Tests, User Journey Maps, Information Architecture, Design Thinking, Accessibility (WCAG).
- **Development (No-Code and Code):** HTML, CSS, JavaScript, Elementor, Framer, Webflow, WordPress.
- **Soft Skills:** Agile Methodologies, Teamwork, Problem Solving, Continuous Learning, Communication.

## EDUCATION

**Postgraduate Specialization in Graphic and Digital Design,** Centro Universitário de João Pessoa (UNIPÊ), March 2026 - Present

**Bachelor in Computer Science,** Centro Universitário de João Pessoa (UNIPÊ), January 2022 - December 2025 (GPA: 8.42/10)

**Associate Degree in Graphic Design,** Cruzeiro do Sul Virtual, October 2023 - November 2025 (GPA: 9.87/10)

## LANGUAGES

- Portuguese – Native
- English – Advanced (Technical Reading and Writing proficiency)

## PROFESSIONAL EXPERIENCE

### UX/UI Designer and Web Designer | Freelance

João Pessoa, Brazil – January 2023 - Present

- Leading Web Design and UX/UI projects for clients in the legal, health and wellness sectors, focusing on conversion and brand presence.
- Developing responsive and accessible interfaces for Institutional Websites, Landing Pages, Dashboards, SaaS and E-Commerce platforms, using Figma for prototyping and WordPress for implementation.
- Strategic implementation of SEO and performance optimization.

### UX/UI Designer and Front-End Developer | Fábrica de Software

João Pessoa, Brazil – September 2022 - July 2023

- Developed digital solutions for Polícia Militar da Paraíba (PMPB), projects related to Big Data and Artificial Intelligence.
- Collaborated directly creating interfaces, prioritizing usability and clarity in complex data visualization.
- Mentored new students in the Front-End workshop, providing guidance on interface development best practices and code standards.

## PROJECTS

### Product Designer and Developer | GymTracker

June 2024 - December 2025

- Co-author of an academic study on the usage of AI-integrated web applications for personal trainers, developed as the final project for the degree in Computer Science.
- Collaborative development of a web application for managing students, enrollments, scheduling and workout plans.
- Conducted research (benchmarking, quantitative and qualitative), defined personas and created high-fidelity prototypes in Figma.
- Front-End implementation in React and Back-End in Python (Flask), integrating AI models and machine learning algorithms for workout customization.

## CERTIFICATIONS

- Google UX Design Professional Certificate
- UX Research: Pesquisa para Produtos Digitais
- UI Design: Construindo um Produto Digital
- Bootcamp UX Design para Todos