

# Taynara Garces

taynaragarces@gmail.com | tahgarces.com.br | LinkedIn | Whatsapp

## Experience

### UI Design

Ferry Brasil LTDA | Jan 2020 - now

- Led strategic user experience redesign of Adobe's customer facing the importance of design thinking across teams.
- Performed usability testing, competitor analysis, heuristic evaluation, stakeholder interviews, persona creation, wireframes, and high fidelity prototypes.
- Created a research report with an overview of the UX design process to advocate the importance of design thinking across teams.

### Estágio em Desenvolvimento Front-End

Fellows Fishing | Jan 2018 - Set 2018

- Performed competitor analysis, A/B testing, persona creation, and UX strategy.
- Developed wireframes, journey maps, qualitative and quantitative research along with high fidelity prototypes using Sketch, Adobe XD, Invision, and Adobe Creative Suite.

## Skills

### Design

User Experience · Interaction Design · User Interface · Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

### Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

### Software

FIGMA · HTML · CSS · Javascript · FIGMA · Canva · Wordpress · Bootstrap · Notion · Trello · Slack

## Education

### University Cruzeiro do Sul

Product Design | Jul 2024

### Coursera

Digital Marketing and E-Commerce of Google | Mar 2024

### IFMA

Bachelor Information Systems | May 2022

IT Maintenance and Support Technician | Dec 2015