

rachel barbosa

Designer | Web Designer | UX Designer | UI Designer | E-learning | Brazilian Creative



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about me

Hi, I'm Rachel and I'm a Designer. I love Design and Technology. I'm a curious graphic enthusiastic in building enriching user-centric experiences. I have a passion for simple interfaces. I've always loved solving problems.

+20 years of Digital, Web and Graphic Design Experience. Broad experience in the following design subsystems: User Interface, User Experience, information architecture, front-end design & development, web design & coding HTML, CSS and JQUERY, Brand, logo creation & visual, corporate identity and design Thinking. Strongly knowledgeable about all approaches to distance learning.

Specialties: User Experience (UX) & Information Architecture (IA), Wireframes & Mockups, XHTML & CSS, Web Standards, Cross Browser Support, Semantic Markup, Internet / Intranet Site Usability, Search Engine Optimization & Site Analysis, Mobile Friendly Websites (Responsive Web), Art Direction & Creative Concept process, WordPress and E-learning.

My interests (in no particular order) are: user experience design targeted to mobile phones, computer (and other screens), Virtual Reality, print-and Webdesign, Photography, User Interface, User Experience, E-learning, Big Data and IOT devices. I also have interest in social development, nature (ecological) issues, board games and story.

I am currently working at Firjan (www.firjan.com.br) as a Designer.

If you want, you can view my web site, www.rachelnaweb.com.br

core qualifications

- Vast experience with e-learning development software
- Strong understanding of teaching methodologies
- Extensive knowledge of emergent and current technologies
- Excellent organizational and management skills
- Ability to create training modules story boards and content outlines
- Proven ability to work with multiple parties in collaboration
- High proficiency with HTML and other authoring tools

professional background

Firjan - Federação das Indústrias do Estado do Rio de Janeiro

Rio, Brazil

MAY 2014 - CURRENT

Petrobras

Rio, Brazil

FEB 2013 - APRIL 2014

education

POSTGRAD DEGREES

MBA, Project Management / Lato Sensu IBMEC - Rio de Janeiro - 2015

MBA, Marketing / Lato Sensu Fundação Getúlio Vargas - FGV - Rio de Janeiro - 2006

DEGREE

BACHELOR IN DESIGN / Graduation - Industrial Design Faculdade da Cidade - 1999

Certificate ITIL Foundation - V3 Scrum Foundation Professional Certificate (SFPC) Scrum Fundamentals Certified

skills

General Knowledge

Cyber Communications
Microsoft Office
MS-Project
Sketching / Wireframes
WebStandards
Drawing
Digital Marketing / SEO
SCRUM / Agile / Kanban
Project Management

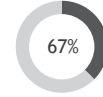
Image, Graphic, Vector e Web Software

Creative/Art Direction
Design Direction
ADOBE SUITE CC
BALSAMIQ MOCKUPS / AXURE / VISIO /
ADOBE XD / Figma
Bootstrap
Wordpress
Joomla

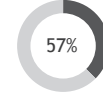
languages skills



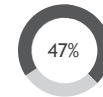
Portuguese
Native speaker



English
Advanced Knowledge



French
Basic Knowledge



Spanish
Basic Knowledge

Coding Knowledge

HTML5
CSS
Javascript & JQuery

E-learning Knowledge

Storyline
Captivate
Articulate
LMS Moodle
LMS SABA

Fundação Trompowsky

Rio, Brazil

APRIL 2004 - APRIL 2013

E-LEARNING MANAGER

I worked with corporate Identity, art direction for WEB, Interface & Usability Consultancy. Site, systems and Intranet Analysis. I worked with the graphics team in the planning, organization, development and implementation of visual presentation materials. Contributing to the Foundation culture and development as a core member. Defining learning objectives for e-learning solutions. Creating synchronous and asynchronous online courses, developing content flow through storyboards, designing and implement programs in the Learning Management System and learning objectives defined in several layers. Creating instructional design for synchronous and asynchronous courses. Developing SCORM-compliant e-learning modules from storyboards. Designing and developing dynamic instructional interactions and simulations. Recording and editing voice over scripts for e-learning materials.

IME - Instituto Militar de Engenharia

Rio, Brazil

JAN 2001 - APRIL 2004

WEB DESIGNER / GRAPHIC DESIGNER

Creating, developing and producing designs for online and print media. Corporate Identity, art direction for Print and Branding. Acting as project coordinator and handled final decision-making on layout, design, format, color choice, overall impact of the materials. Capturing requirements on the user interface, including usability requirements, building user-interface prototypes and creating layout for web applications, coding, developing HTML and CSS pages and optimizing front-end code.

ViP - Desenvolvimento de Sistemas

Rio, Brazil

JAN 2000- APRIL 2001

WEB DESIGNER

Site conception and layout, banners, illustrations, web cards. Participation in many internet projects as MHW, Xerox, Vesper and Bradesco.

Linetron Comunicação Visual

Rio, Brazil

JAN 2000- DEC 2000

WEB DESIGNER JÚNIOR

Site conception and layout, banners, illustrations, web cards. Participation in many internet projects as Embratel, Delcom, Delta, BR Distribuidora.

freelance experience

As WEB DESIGNER, GRAPHIC DESIGNER & E-LEARNING DESIGNER for ESPM, ESPM SP, PREVINDUS, Fundação COPPETEC, Casarão 1903, Dalmobile, BRAVSEC, Faculdade DUNAMIS - on Corporate Identity, Web, Rich Media and Interface Design, Storyboards, Web Animation and Motion Graphics, Animated Cards and Print & Advertisement.

extra education / courses

Design Thinking, UX & Design Thinking, UX for Web Designers, Graphic Design, Printing Techniques, Digital Marketing, SEO, Design Interface, Dreaweaaver, Photoshop, Fireworks, Flash, Web Developer, Web Standards Project Management - PMI/PMP, MSPROJECT2016, ITIL V3 Foundations, Design Instrucional for e-learning, APP's iPhone/iPad SDK.

Seminars e Lectures - Business & Design, Web Design, Knowledge Management, Graphic Design, Online Marketing e Animation.

references / portfolio

www.rachelnaweb.com.br