



## about:

I'm Ana Fellipelli, a designer based in São Paulo, Brasil. I'm currently seeking to work in UX/UI or Service Design, given the huge amount of potential innovation and the innumerable possibilities that both of these areas have to offer. I see design as a necessary tool, one that helps finding smart solutions to problems and challenges of organizations, governments and societies.

A fun fact about me: I'm in love with classical Ballet, and I've been dancing since a little girl, having taught me both discipline and persistence.

## reach me:

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 [@anaf\\_design](https://www.instagram.com/anaf_design)

## languages:

Portuguese ●●●●●●

English ●●●●●●

German ●●●○○○

Spanish ●●●○○○

## education:

2021 - current

• Front-End Engineer

Escola Britânica de Artes Criativas (EBAC)

2020

• Intro to UX: User Research

Parsons New School of New York

2018-2021

• Visual Design with emphasis on Marketing

Escola Superior de Propaganda e Marketing (ESPM)

2015-2017

• Technical course: Foreign Trade

Colégio Visconde de Porto Seguro

## experience:

nov 2020 - current

Ericsson

Internship as UX Designer (jun 2021) - UX Designer JR (atual)

- Contributed to prototyping interfaces, from wireframes to high fidelity navigable prototypes. Additionally, worked together with users to map their pain and demands, aiming to find opportunities that could be translated into tools and functionalities for **Claro Flex** digital products.
- Conducted research and used **Design Thinking** methodologies, in order to help clients, like **São Martinho**, transform their needs and limitation into inovative solutions through 5G technology.

fev 2020 - set 2020

One More Balance Drink

Design and Marketing internship

- Developed Marketing campaigns, such as "No Hangover Carnival/ Carnaval sem Ressaca", give aways, and partnerships with influencers and brands.
- Designed advertisement graphic material, such as folders, wobblers and bags.
- Created social media content.

## accomplishments:

2017 - TCC: Plano de Exportação, Curso Técnico em Comércio Exterior

• Best written Undergraduate final project

by Fundação Getúlio Vargas

2015 - Feira de Marketing, Curso Técnico em Comércio Exterior

• Best Advertisements

by Escola Superior de Propaganda e Marketing

## skills:

Figma ●●●●●● HTML/CSS ●●○○○○

Adobe Illustrator ●●●●●● Adobe Indesign ●●●●●●

Adobe XD ●●●●●● Autodesk Maya ●●○○○○

Adobe Photoshop ●●●●●○ Fontlab ●●●○○○