

SABRINA SILVEIRA

VISUAL DESIGN, UI/UX

CONTACT



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Hamilton, Ontario



sabrinasilveira

EDUCATION

Web and Mobile App Design and Development, Designer Stream

Post Degree Diploma
2015-2016
Langara College

Graphic Design

Post Degree Diploma
2011-2012
Unisinos (Brazil)

Social Communication

Bachelor
2004-2007
PUCRS (Brazil)

SKILLS

Creativity

Communication

Problem solving

User centered design

Typography

Prototyping

Adobe, Sketch & Figma

HTML & CSS

My multidisciplinary education and diverse work experiences have equipped me with a wide range of skills, making me a designer with numerous strengths. I am passionate about creating accessible and visually appealing content or digital solutions through effective and simple design. In my recent work experience, I have focused on web and digital product design, collaborating closely with clients and team members to ensure the seamless integration of content, visual branding, and interaction design, resulting in consistent and engaging user interfaces. Additionally, I have been expanding my creativity through branding and editorial projects while also actively acquiring new skills as an illustrator.

WORK EXPERIENCE

Product Designer

Tribal Scale (Toronto/remote)
JAN 2023 - MAY 2023

As a product designer at Tribal Scale I'm involved on the entire product creation process. Responsible for discovering, defining problems, and designing a solution. Prototyping, visualization, testing, analyzing, and communicating are part of my role.

Digital Art Director

Bond Brand Loyalty (Toronto/remote)
JUN 2022 - NOV 2022

As digital art director at Bond I was responsible for defining design direction on marketing campaigns for clients like Ford, Parkland (JOURNIE Rewards), Janssen. I worked a wide variety of media projects like email marketing, apps, video, social media and web.

UI/UX Designer

Yellow Pencil (Vancouver/remote)
OCT 2016 - JUN 2022

As a designer at Yellow Pencil, I was dedicated to the production and creative vision of web based projects, responsible for developing and presenting design concepts, wireframes, prototypes, visual designs, style guides and pattern libraries.

Graphic Designer

York & Chapel (Vancouver)
JUL 2016 - OCT 2016

As a contractor graphic designer, I worked across a big variety of digital and print project types including infographics and advertising.

Director | Designer

CS PRESS (Brazil)
JAN 2013 - AUG 2015

As one of the owners of the company, I worked across digital and print projects including magazines, social media, content production, branding, and events communication.