

Hi! I'm Nathalia Miki, a product designer with knowledge in UX/UI design and user research.

I am currently working as UX/UI Designer at POWR. Combined my work experience in Marketing and Market Research to move forward with a new career in User-Centered-Design. The priority is to create great experiences for users while always keeping in mind company needs and goals.

SKILLS

Figma / Photoshop / Illustrator / Indesign / AfterEffects / HTML5 / CSS3 / SASS / JavaScript / Miro

EXPERIENCE

UX/UI Designer

Feb 2022 – Present

POWR - Internet Marketplace Platforms

Work closely with developers, designers, product managers, and anyone else who may be involved to consultant, develop, produce, and integrate wireframes, high/low-fidelity mockups, and prototypes. Produce and manage design assets and proper implementation. Collaborating with the marketing team to ensure the creation and delivery of tailored experiences for the digital user.

UX/UI Designer

2022

SoftWrap – Systems Development

Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.

Marketing Intelligence Assistant

2013 – 2017

AkzoNobel – Dutch Paint Company

Preparation and application of market research as customer satisfaction, brand awareness, and focus group by face-to-face, online, or telephone. Analysis of research results, data cross-checking, and creation of strategic plans. I developed communication skills by interviewing clients (store owners), consumers, and professionals. improved ability to compile and present results.

Junior Marketing Analyst

2013

Marka Fidelização e Relacionamento – Brazilian Marketing Consulting Company

Coordination of market and sales analysis, market research, CRM control, and budget control. Preparation and application of loyalty campaigns and sales team training for customers.

EDUCATION

Degree

2018 – 2019

Interactive Media Design - Fanshawe College

London, ON - Canada.