

ITALIAN/BRAZILIAN BASED IN AMSTERDAM / NL • +31 686260315 • MELISEFLORES@GMAIL.COM

## CAREER PROFILE

Award-winning creative professional with 10+ years in IT and branding, I help local and global brands to improve ROI and balance business needs with user-friendly, data-driven design, translating complex ideas into functional, visually appealing digital experiences. I'm a true team-player that believes in the power of collaboration and clear communication between departments to deliver efficient and sharp results.

**UX • UI • CX • Ecommerce • UX Research • Wireframing • Prototyping • Visual Design • Art Direction • Data Visualization • Figma • Adobe XD • Sketch • Zeplin • Adobe CC • Framer • Webflow • Procreate • Keynote • Miro • Figjam**

## CAREER HIGHLIGHTS

- Led and implemented multiple e-commerce, UX, UI, responsive websites, app and branding projects for more than 150 local and global businesses, and various digital multi-channel projects involving visual and graphic design.
- Learned by experience how to successfully run a multi-location studio remotely and in person, improving my strategy, finance, project management, marketing, client-facing skills, and ability to create and manage a diverse team.
- Contributed to launching and improving more than 650 projects in multiple industries, from technology, advertising, retail, service, food, and more. I have navigated and balanced business, project and teams needs, while keeping close track of budget and project management.
- Basic knowledge of HTML/CSS, enough for excellent collaboration with engineers.

## PROFESSIONAL EXPERIENCE

### **BOLDEN BV, AMSTERDAM, NORD-HOLLAND, NETHERLANDS**

2022 - 2024

Independent creative agency for brand strategy, brand identity, digital and e-commerce. Shopify certified partner since 2014; Based in Amsterdam since 2010.

#### **Role: LEAD UX DESIGNER**

**Design and simplify e-commerce platforms to be user-friendly for the target audience, helping to drive & boost sales.**

- Key Account Management: Managed a diverse portfolio of both local and global key industry-leading clients, leading projects from concept to launch for e-commerce platforms, websites, and apps (Bosch Power Tools, Bonusan)
- Head Designer (CX, UX and UI) for the first B2C webshop of a renowned German power tool brand, known for cutting-edge technology and high-performance tools for professionals and DIY enthusiasts
- Design Systems: Created and managed component-based design systems and libraries in Figma, streamlining the product design process for efficiency and effectiveness (atomic design methodology)
- Project Management and consultancy: Planned, managed, and advised diverse design projects, collaborating with stakeholders, marketing, strategy, data/SEO, and design teams. Ballparks and estimations for new and ongoing projects
- Data-Driven Solutions: Addressed complex challenges by delivering data-driven solutions, incorporating Design Strategy, UX research, A/B testing, usability tests, user journeys, wireflows, UX audits, and prototypes
- Team Leadership: Led junior and mid-level designers and collaborated closely with software engineers to co-create resource-optimized and sustainable design solutions
- Market Trends and Innovation: Monitored e-commerce market trends and opportunities, proposing innovative implementations of AI and virtual reality to enhance the purchasing process
- Process Optimization: Leveraged Agile, Scrum, and Kanban to streamline and speed up internal processes using Asana and JIRA, enhancing onboarding, handoff, follow-up, and documentation efficiency

### **HOGARTH WORLDWIDE, A WPP COMPANY, PORTO ALEGRE & SÃO PAULO (REMOTE), BRAZIL**

2020 - 2022

The world's largest creative content producer, creating advertising and marketing communications for global clients.

#### **Role: SENIOR UX / UI DESIGNER**

**Simplify and translate complex ideas into well-crafted, user-centered digital experiences.**

- Leading UX Research, A/B testing, workshops, and discovery journeys to clarify project goals and have a deeper understanding of the company's/project's context and ecosystem
- UX Audits & analysis crossing data and experience, suggesting points of intervention to improve performance

- Unfolding of brand key visuals, creating design systems and components; prototype ideas, wireframe and layout responsive sites, landing pages, apps, learning platforms, and content management systems
- Collaborate with different teams (development, QA, content, data, project managers, leads, accounts) and stakeholders presenting my ideas through clear, straightforward communication
- Created UX UI solutions in multiple projects for global-scale brands like Apple, Coca-Cola, Galderma, BMW, Ciena, Differin, Marlboro, Jameson, Sportsaid (UK)

## **ANATOMIA BRANDING AND DESIGN, PORTO ALEGRE, BRAZIL; DUBLIN, IRELAND (REMOTE)**

**2013 - 2020**

Driven by a passion to learn by doing and create well-designed, strategically targeted projects, I founded my own studio. Teaming up with my business partner in Ireland, I served worldwide clients from multiple industries, in person and remotely.

### **Role: FOUNDER & HEAD OF UX & BRANDING**

**Manage the business and projects, create teams for specific project needs, client-facing, and design.**

- Launched and improved multiple businesses and products, through brand strategy, visual design, and UX UI
- Improved my interpersonal and communication skills, as well as being self-motivated, fast learner and result-led
- Led and implemented projects for more than 120 local and global businesses, mostly on branding (strategy, brand names, brand positioning) digital (UX UI, websites, apps), graphic design (keynotes, editorial design for magazines, books, booklets and flyers, stationery) and illustration
- Coordinated multiple contractors (marketing, SEO, web development and software engineers, copywriting, illustration), building a dynamic and diverse environment prone to collaboration
- Created, managed, and followed up digital projects from end to end, including project discovery, design workshops and user journeys, making sure the launch was on time and with distinguished pixel-perfect quality.
- Stakeholders to highlight: Stihl Tools (DE), Toyota (US), Grendene (BR), Melissa (BR), B&A (IE), Grupo RBS (BR)

## **S3 ADVERTISING AGENCY, PORTO ALEGRE, BRAZIL**

**2011 - 2012**

Print and digital agency focused on assisting local small and medium-size businesses from various industries.

### **Role: MID-LEVEL ART DIRECTOR**

**Coordination of design team, concept and creation of brand identities, and print and digital (UX / UI) graphic materials.**

- Creation of multiple digital multi-channel assets, such as banners, landing pages, newsletters, and responsive sites
- Participating in branding projects coordinating and creating the complete visual identity, as well as print (brochures, magazines, packaging, promotional items, etc), and digital assets (presentations, e-flyers)

## **TECNIART DESIGN, PORTO ALEGRE/REMOTE, BRAZIL**

**2008 - 2011**

Local design studio focused on print and digital for national and international retail businesses.

### **Role: VISUAL DESIGNER**

**Editing, concept and art direction for promotional materials, and packaging projects from scratch.**

- Creation of various point-of-sale materials distributed nationally focusing on packaging design, coordination and audition of the offset printing process in close collaboration with large-scale industrial printers. Concept and creation of brands, and visual identities, newsletters, and digital cards. Client-facing and keynotes
- Stakeholders to highlight: IRWIN Tools, Newell Rubbermaid Group, Graco Baby, Lenox, Rubbermaid

## **EDUCATION**

**BA HONS GRAPHIC DESIGN (2012) / UniRitter, Porto Alegre - Brazil. GPA 8.26**

## **AWARDS AND HONOURS**

### **GERMAN DESIGN AWARDS 2019**

- 🏆 Winner - Brand Identity
- ★ Special Mention - Brand Identity

### **IRISH DESIGN AWARDS 2017**

- ★ Finalist - Brand Identity Schemes

### **COLOR MELODY BOOK - COLOUR APPLICATION IN BRAND (2017)**

- 📖 5 Projects Featured and published by DesignerBooks, China (global distribution).

### **CLAP INTERNATIONAL AWARDS 2016**

- 🏆 Winner - Best Corporate Identity System