

TALITA EMMANUELA

UI/UX DESIGNER

I am a User Interface & User Experience Designer, enthusiastic to work with clients from ideas to completion. I've designed unique and complex systems for wearables, websites, and mobile applications, working with both clients and development teams to create great products.

EMPLOYMENT HISTORY

UI/UX Designer

August 2016 - present

HAE Group, UK

- ◆ Increased speed of response and efficiency by creating a complex workflow system for Freight Forwarders to search shipping rates worldwide and secure a booking. The platform is used by more than 200 operators and 30k customers worldwide and its efficiency helped raise revenue and reduced lost bookings.
- ◆ Used user-centred methodologies such as user interviews and surveys to backup design decisions, creating better products.
- ◆ Created audience specific designs for travel websites, geared towards engagement and sales.
- ◆ Guaranteed brand consistency by creating design systems in Figma and Xd, and my experience with HTML/CSS streamlined development.

UI/UX Designer

August 2016 - February 2024

HAE's contract with Realwear, US & Moziware, China

- ◆ Our contractor produces a voice navigated head-mounted wearable device and my role was to apply design thinking to create a system of interaction with this one-of-a-kind device.
- ◆ Travelling to Portland, US to liaise with the global team, present design processes and workshop ideas.
- ◆ Actively collaborating with clients, devs and testers to achieve an easy-to-use voice user experience, that helped secure new clients and investment.
- ◆ Working for Moziware, I was the head of design, responsible for creating a new experience and defining design processes including regular client meetings, developers' feedback, and design QA.

Web Designer

August 2014 - May 2016

Silver Pride Software, Derby, UK

- ◆ Designed interfaces for iOS, Android apps and e-commerce websites using the in-house CMS.
- ◆ Maintained client satisfaction by scheduling regular meetings, communicating with clarity and managing expectations.
- ◆ Organised meetings that involved gathering requirements, suggesting features and presenting navigation flows, wireframes and prototypes.
- ◆ Front-end coding using Bootstrap, guaranteeing a true to design result.

User Interface Designer

March 2012 - August 2014

SeeTickets.com, Nottingham, UK

- ◆ Redesigned the entire website of one of the biggest ticketing services in the UK, meeting regularly with stakeholders and head of development to create the best experience and drive sales.
- ◆ Worked closely with developers to account for the complexity of the website structure and plan new features.

CONTACT

- ◆ hello@talitaemmanuela.com
- ◆ talitaemmanuela.com
- ◆ Nottingham, UK

EDUCATION

Interaction Design MA

Nottingham Trent University
Nottingham, UK
Oct 2010 - 2011

Industrial Design BA

Universidade da Cidade
Rio de Janeiro, BR
Jan 2005 – Dec 2009

SKILLS

User Interface Design
User Experience Design
Design systems
Website Strategy
Design Thinking
Figma / Adobe Xd
Adobe suite
Agile / Jira
Excellent communication

PERSONAL INTERESTS

When I'm not working, I'm exploring my creativity by making illustrations and paintings and developing my art business. If I'm on holiday you will find me at a beach, swimming or diving, chasing amazing sea life.