

ABOUT ME:

UX Designer, with a significant experience in Data Analysis and in the Financial Industry.

Combining analytics skills as well as problem-solving to design web and mobile applications. Thriving at creating compelling user-centric experiences to improve brand loyalty and customer retention.

Business-oriented and **data-driven**, passionate about innovative technologies and digital products that solve problems effectively.

SKILLS:

COMPETENCIES -

- User Research;
- Data Analysis;
- UX Design;
- Project Management;
- Prototyping;
- Problem Solving;
- Qualitative Research;
- Usability Testing;
- Data Visualization;
- UI Design

TOOLS -

- Figma
- Adobe Illustrator
- Miro
- Google Analytics
- Python
- HTML/CSS

CONTACT:

- Toronto, ON
- (647) 995-2611
- anna.quintilhano@gmail.com
- linkedin.com/in/anaribasgentile/
- www.anagentile.ca

LANGUAGES:

- English – Fluent
- Portuguese – Native Fluent



EDUCATION

- UX/UI DESIGN**
University of Toronto | Certificate
Toronto, Canada (2021-2022)
- BUSINESS ANALYTICS**
George Brown College | Postgraduate Diploma
Toronto, Canada (2020-2021)
- CORPORATE FINANCE AND INVESTMENT BANKING**
FIA | Postgraduate Diploma
Sao Paulo, Brazil (2015 – 2017)
- MBA – PEOPLE MANAGEMENT**
FTS | Postgraduate Diploma
Sao Paulo, Brazil (2011 – 2012)
- BUSINESS ADMINISTRATION**
FTS | Bachelor's Degree
Sao Paulo, Brazil (2007-2011)

EXPERIENCE

- 06/2021- (Present) **UX DESIGNER** Toronto, ON
Process Fusion Inc.
 - Translate concepts into wireframes and mock-ups that lead to intuitive user experiences, using Figma;
 - Facilitate product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up experiences for digital products;
 - Conduct concept and usability testing to iteratively validate and improve design solutions and ensure usability standards are met;
 - Actively collaborate as part of the cross-functional Agile team to ensure designs are feasible and implemented accurately.
- 01/20 – 09/20 **COOP – PAYROLL** Toronto, ON
Hospital for Sick Children (SickKids)
 - Assisted to the payroll team with the main tasks of the department; Responsible for processing, organizing, and validating the various forms of new hires of the organization.
- 2015 – 2019 **RELATIONSHIP MANAGER – Corporate Banking** Sao Paulo, Brazil
Banco do Brasil S.A.
 - Achieved 3 (three) performance awards provided to the best managers of the country;
 - Coordinated people, resources, processes, and information observing institutional policies and targets;
 - Built Financial Analysis for credit purposes for companies in the middle market regularly;
 - Established strategic partnerships with clients and internal and external stakeholders, focusing on sustainable results for the company.
- 2012 – 2015 **FINANCIAL SERVICES ASSISTANT – Corporate Banking** Sao Paulo, Brazil
Banco do Brasil S.A.
 - Supported management with their administrative needs; Kept customer records organized, updated and reliable; Planned, controlled, and conducted financial and administrative services.

MAIN CERTIFICATIONS

- Design System Specialist**
Meiuca Design (2022)
- IBM Enterprise Design Thinking Practitioner**
IBM (2022)

PROJECTS

- Redesign Project** –RWD Project, aiming to seamless and easier navigation to researchers. Using User research, A/B testing, User testing, UI Style Guide. Tools: Figma/ Adobe Illustrator. Role :UX/UI Designer.
- App Recreation** – Redesign of App and Website, creating new features and Watch version. Using User research, A/B testing, User testing, UI Style Guide. Tools: Figma/ Adobe Illustrator. Role:UX/UI Designer.
(See more at: www.anagentile.ca)