

Isabella Guida

DESIGNER

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isabellaguida.me

Senior UX Designer with 7+ years of experience designing scalable digital products and enterprise experiences for global organizations. I specialize in transforming complex business challenges into intuitive, user-centered solutions through research, systems thinking, journey mapping, and iterative design.

I combine UX strategy, user research, interaction design, prototyping, and design systems to deliver experiences that improve usability while supporting business goals.

EDUCATION

IADE – Creative University
Postgraduate Degree in Web UX/UI
2022 – 2023 | Lisbon, Portugal

Pontifical Catholic University
of Rio de Janeiro (PUC-Rio)
Bachelor's Degree in Visual
Communication Design
2015 – 2019 | Rio de Janeiro, Brazil

ACHIEVEMENTS

Brazil Design Award (2020)
Global Goals Jam (2018)
UX Strategy – PUC-Rio (2020)
UX HOW Bootcamp (2020)
AIESEC (2018)
PUC-Rio Scholars Program (2015–2019)

SKILLS

User Research
Qualitative & Quantitative Research
Journey Mapping
Information Architecture
Interaction Design
Wireframing
Prototyping
Usability Testing
Accessibility (WCAG)
Design Systems
Figma
Motion Design
Relume
Jira
Midjourney
Claude AI
Adobe Creative Cloud

EXPERIENCE

UX Designer | Aon

December 2024 – Present | Rotterdam, Netherlands

- Design and optimize enterprise digital experiences across Aon's global websites and digital platforms.
- Translate user insights and business objectives into intuitive, scalable design solutions.
- Conduct qualitative and quantitative user research to understand user needs, validate concepts, and improve product usability.
- Create user journeys, wireframes, user flows, prototypes, and high-fidelity interfaces.
- Collaborate closely with product managers, developers, marketers, and global stakeholders throughout the design process.
- Contribute to the evolution of Aon's Design System by creating, extending, and maintaining reusable components and interaction patterns.
- Continuously improve digital experiences through usability testing, feedback analysis, and iterative design.

UX & UI Designer | Prisma-IT

January 2021 – November 2024 | Rotterdam, Netherlands

- Designed user-centered web and mobile applications for clients across multiple industries.
- Led the UX design of enterprise CMS and authoring platforms, enabling content teams to efficiently create, manage, structure, and publish learning content.
- Simplified complex user workflows into intuitive and accessible digital experiences.
- Planned and conducted user research, usability testing, and stakeholder workshops to inform design decisions.
- Produced wireframes, user flows, interactive prototypes, and high-fidelity interfaces.
- Worked closely with developers and cross-functional teams to ensure successful implementation.
- Created design documentation, UI specifications, and reusable design assets to improve consistency across products.

Digital Designer | Lobo de Rizzo

February 2020 – December 2020 | São Paulo, Brazil

- Designed digital experiences that aligned user needs with business objectives.
- Conducted user research and usability testing to validate concepts and improve digital products.
- Produced visual concepts, interface designs, and detailed design specifications.
- Supported the implementation of digital products through close collaboration with development teams.

UX/UI Designer | A2B Group

July 2018 – September 2019 | Rio de Janeiro, Brazil

- Designed responsive digital experiences focused on usability and accessibility.
- Conducted usability testing and translated user feedback into continuous design improvements.
- Developed visual identities, digital assets, newsletters, and marketing materials.