



EDUARDA SILVA

UX/UI Designer

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Marketing

UX/UI Design

UX research

Interaction & Interfaces

SOFT SKILLS

- Attention to Detail
- Communication & Team Work
- Autonomy & Delivery
- Adaptability & Growth
- Strategic Thinking
- Problem Solving

HARD SKILLS

- Project Management
- Wireframing & Prototyping
- UX Research
- Figma / Webflow
- Web Design
- HTML & CSS

COURSES

From Figma to Webflow
July 2024 - December 2024
Udemy
Online

Web Design
October 2023 - January 2024
IEFP
Online

Google UX Design
July 2023 - September 2023
Coursera
Online

Google Digital Marketing Course
February 2019
Grow with Google
Online

LANGUAGES

- Mother language: Portuguese
- Other Language: English B1

PROFESSIONAL SUMMARY

Passionate UX/UI Designer with a background in Marketing, leveraging user psychology and strategic thinking to craft intuitive digital experiences. Skilled in UX research, wireframing, prototyping, and responsive design using Figma, Webflow, HTML, and CSS. Currently designing and developing a fully accessible website at Cortubai, applying usability, accessibility, and design thinking principles. Seeking to merge marketing insights with UX expertise to create impactful, user-centered solutions.

PROFESSIONAL EXPERIENCES

Head of Marketing September 2024 – Present
CORTUBAI

- Designed and launched the company's first accessible, responsive website, resulting in a direct client inquiry from online search ;
- Improved brand positioning and visibility through strategic UX/UI decisions and streamlined digital communication;
- Applied design thinking and accessibility principles, improving user satisfaction and ease of navigation.

Investment Project Consultant October 2019 - January 2023
APPROACH CONSULTING

- Managed SIFIDE projects across various engineering and programming sectors, ensuring compliance and successful submissions;
- Oversaw Portugal 2020 applications, handling project management and payment requests to streamline funding processes;
- Managed a portfolio of 20 clients, optimizing project execution and maintaining strong stakeholder relationships.

EDUCATION

UX/UI Design April 2023 - September 2023
IEFP
Lisbon

Specialized Digital Marketing Course May 2022 - February 2023
Lisbon Digital School
Online

Master's in Economics and Business Administration September 2016- July 2019
University of Porto - Porto
Thesis topic: Organizational Change

Degree in management September 2012- July 2016
University of Coimbra - Coimbra
Highlight: Entrepreneurship project:
Development of an investment, strategic, marketing plan for a code school

Degree in management October 2012- July 2013
University of Beira Interior
Covilhã