



BARBARA PADOVANI

I am a UX/UI designer with over 9 years of prior professional experience in event management and marketing, and life experience gained from living and studying abroad for 5 years.

My drive comes from the art and science of deciphering information - human or data, and translating it into research-backed designs that connect people and technology.

Education background

UX Academy • Designlab
2021 - 2022. US, remote

Marketing & Advertising • IADE
2016 - 2019. Lisbon, Portugal

Erasmus program • ESIC
Jan - Jul 2018. Madrid, Spain

Languages

Portuguese • Native

English • Fluent

Spanish • Intermediate

Tools & Skills

Research-driven design • Business acumen

User research • Figma • UX frameworks

Problem-solving • Research and analytics

Wireframing and prototyping • Remote testing

Design thinking • Information Architecture

Interaction design • UI Design

Usability testing • Drawing and illustration

Adobe Suite • International communication

Curiosity and empathy • Teamwork and collab

Professional experience

UX/UI Designer

Freelance • Dec 2022 - present. Remote

- Worked in diverse projects and sectors, bringing user-centered design solutions that attend to client's needs, enhance user experience and drive business outcomes.
- Skilled in research, sitemaping, wireframing, prototyping, and collaborating with cross-functional teams to deliver visually appealing and functional product designs aligned with industry standards and business goals.

Main clients: PEA Rede Observação (from Prio/PetroRio) • Rio de Janeiro Int'l Film Festival • Kult • Pulpo Antifiction (from Correio Sabiá).

Event Producer

Freelance • 2011-2020. Rio de Janeiro | Lisbon | Rotterdam

- 9 years of international event production experience in diverse projects and countries.
- I honed strong skills in project management, creativity, attention to detail, communication, and problem-solving.
- Among other skills, I bring with me the ability to anticipate and solve problems, communicate effectively with stakeholders, and deliver products promote human connection.

Main clients: International Film Festival Rotterdam • Baile do Almeidinha • Coty Global Media Day • Doze Homens e Uma Sentença - CCBB Rio • David Guetta 2014 Tour After Movie • Buzios Cine Festival & Show Buzios

Marketing Assistant / Freelancer

Rio de Janeiro Int'l Film Festival • 2013-2016 / 2019. RJ, Brazil

- Delivered 4 extremely successful edition campaigns, working closely with stakeholders and sponsors.
- I collaborated in the festival's 2015 rebrand with the prestigious designer Jair de Souza, and proposed and implemented updates to the institutional design pieces, meeting international film festival standards.
- Worked in the successful launch of the festival's 2019 crowdfunding campaign, which pledged R\$ 628K.

Operational Assistant

Rio 2016 Olympic & Paralympic Games • Jun-Oct 2016. RJ, Brazil

- Collaborated in an international team in the first-ever fully digital Remote Check-in operation, achieving record-breaking success by checking in 61% of the Olympic Village population.
- Restructured operations, fostering interdepartmental communication, and cutting costs by over R\$ 50K.
- I was personally recognized by the Game's logistics director for exceptional problem-solving skills and quick thinking, crucial to the successful launch and outstanding performance.