Hey, I'm Isadora Botelho and...

I create user-centered digital solutions that transform ideas into impactful experiences

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Education

Bachelor's degree in Graphic Design
Santa Catarina State University
College / 2017 - 2021

Build Responsive Real World Websites with HTML5 and CSS3
Udemy
Course / 2021

Selling Points

Fluent English
Daily conversational experience for presenting design projects.

Coding
Practical understanding of HTML and CSS through the implementation of websites.

Branding e marketing
Practical knowledge in areas adjacent to my primary activity.

Web3
Practical experience in Web3 projects, with a focus on usability and design.

Product designer with 5+ years of experience

Web designer   UX/UI designer   Visual designer   Interaction designer

Professional experience

mar/25 - present   **Senior Product Designer at ⬡ Blockful**
Responsible for product and design, leading discovery for new features and usability testing to ensure quality on a DAO security platform.

jun/22 - mar/25   **UX Designer at ◈ NotEqual**
Assisted a US-based client create and improve digital products through research, UX design, branding, and a scalable design system.

dec/20 - jun/22   **Product Designer at △ Stark**
Led the creation of Stark's digital platform, focusing on user research and reusable design components.

mar/20 - nov/20   **Graphic Design Intern at 🖧 UDESC**
Created branding and website projects for non-profits to boost their online presence.

feb/18 - nov/20   **Graphic Design Intern at ⚖ Leiloeiro Público**
Designed social media campaigns, marketing materials, and initial website layouts, while creating HTML/CSS email templates to build foundational coding skills.

Other projects

2024   **Brand & web designer at Ⓖ GentzHub**
Designed a user-centered interface for an HR and OKR management platform.

2022 - 2023   **Product Designer at ◯ a55**
Created a design system and conducted user research to improve platform usability.

2021 - 2023   **Designer & Front-end Dev at 🦉 Danba Legal Services**
Designed and developed a responsive website, boosting client traffic significantly.

Skills

User research   User flow   Personas   Info architecture   Prototyping

Wireframing   Responsive design   Coding   Tasks management   +