

'ello!

I'm Michelly Sugui.

Digital & Product Designer.

Introduction

I am a digital and product designer with a strong passion for brand design and strategic thinking. Whether I'm working with digital or print, I always keep the bigger picture in mind. Passionate about learning new skills and processes, I am always ready to jump into a new project and be faced with its unique challenges. I tend to have a very hands-on approach and with everything I do, I strive for it to have purpose, value, and simplicity that communicates clearly with the desired users.

Education

2007 - 2011

↳ *Bachelor of Fine Arts*

Universidade Federal do Espírito Santo - UFES

At this period I had contact with not only traditional art skills but also print, typography, moving image, and branding.

Aug 2013 - Aug 2015

↳ *Master of Fine Arts and Design*

Material Utopias - Sandberg Institute / NL

At the master of Rietveld Academy, The master's program Material Utopias at the Sandberg Instituut put an end to this tradition by abolishing the unproductive hierarchy separating "concept" and "making," "content" and "process." There I had intense feedback talks with guests artists and designers where we practice work critique and the importance of iteration and observation in the creative process in order to bring an idea to life in their most efficient form.

Dec 2016 - April 2017

↳ *UX design course - Springboard*

To dive more deeply into the UX process I took a 5 months course where an old idea I had, a platform to exchange books with peers in our community, became tangible as a prototype. As a designer it acted as a playground to learn and experiment all the aspect of designing a product, such as: UX research plan, Heuristics Analysis, Empathy Maps, Personas, Scenario & Storyboards, User Stories, Card Sort for content strategy, User Flows, Sketching, Wireframing & Prototyping, Visual Design and user testing. Personally, it's one of the things I'm most proud of.

Contact

Email: hellosugui@gmail.com

Portfolio: hellosugui.com

Linkedin: <https://tinyurl.com/michellysugui>

Experience

Jul 2017 - Present

↳ *Product Designer at Usabilla.*

Usabilla is a company specialised in collecting valuable visual feedback on websites, emails, and apps. As a product designer, I am responsible for keeping a customer-centric perspective in the marketing team with a an emphasis on user experience. Usually, I assume a multitude of duties as needed and generally I am involved from the begging until the end of a project.

Nov 2015 - Jun 2017

↳ *Visual Designer at Usabilla.*

As a visual designer in the marketing department, my role is to help build concepts for campaigns while bringing ideas to life. I am responsible also creating all branded materials, visuals and multimedia, used for marketing activities.

Jan 2011 - Aug 2013

↳ *Graphic Designer - Tema Propaganda*

At Tema, I learned a lot about how to create valuable and consistent brands, by bringing them to life across all mediums necessary. I was involved in the Branding Concepts, Visual Designs, stakeholders meetings and clients presentations for many of their clients.

Jun 2009 - May 2010

↳ *Assistant Graphic Designer - Prisma Propaganda*

Here I worked as the assistant of the Art Directors, by creating Visual Design for advertisement campaigns, posters, branding and I also had an active participation in brainstorm with the other team members to develop new concepts and ideas for Prisma's activities.

May 2008 - May 2009

↳ *Web Designer Intern - Ebrand*

E-brand is a Multiplatform agency with a focus on online services. In my internship there I learned to design landing pages, websites, banners, email-marketing and was responsible to maintain the content of their client's pages up-to-date.

Skills

- Adobe CC
- Sketch
- Principle
- Invision
- Basic HTML/CSS

Others

- Sketching
- Researching and Concepting
- Wireframing
- Prototyping
- UX research plan
- Empathy Maps
- Personas creation on traditional methods
- Personas creation on Jobs To Be Done
- Creating of scenarios and storyboards
- Heuristics Analysis from designs
- User Stories and User Flows
- Card Sorting for content strategy and IA
- High fidelity visual designs
- User testing

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**Thanks for
your time!**