Francisca Marcarini / UX/UI

Links

franciscamarcarini@gmail.com
+55 (51) 996953410
franciscamarcarini.com

Linkedin

About

Hi, I'm Fran, a UI/UX Designer. I started in 2009 with Web Design and Art Direction, working with brands like O Boticário, Colcci, and Hospital Mãe de Deus. I hold a degree in Multimedia Production and now focus on UX/UI, having worked with Casa Ronald ABC and Itaú. Outside of work, I love painting, doing ceramics, and taking care of my four cats.

Education

UI/UX Designer Free Course – EBAC (2025)

Modern Art & Ideas Free Course – The Museum of Modern Art (2020)

Bachelor's/Technologist in Multimedia Production – Senac (2018)

Technical Course in Web Design – Colégio Cristo Redentor (2012)

Hard skills

- HTML, CSS
- Figma, Notion, Adobe Creative Suite
- Agile, Scrum, Kanban
- Wireframing and Prototyping
- Interaction Design, Responsive Web Design
- Design Systems and Style Guides
- Usability Testing and User Research

Soft skills

- Communication
- Problem-solving
- Creativity
- Collaboration and Teamwork
- Adaptability
- Attention to Detail
- Time Management
- Critical Thinking

Work Experience Summary

OLIVER Latin America | UX Designer
Oct 2021 - Jan 2025

Worked on the iHouse project (Itaú), building the digital experience from start to finish within a multidisciplinary squad using Scrum.
- Created wireframes, flows, and prototypes in Figma
- Ran user research and usability tests
- Managed content in Bynder, keeping everything aligned with brand guidelines
- Focused on accessibility, efficiency, and scalability in how the brand was applied

Studio Baleia | Art Director Freelancer
Dec 2019 - Aug 2023

Designed strategic visual content with a performance-driven approach for clients like Visa.
- Created visuals for eBooks, email campaigns, and internal comms (endomarketing)
- Helped improve engagement and email open rates
- Adapted visual language for different industries and audiences

W3haus | Art Director
Aug 2020 - Aug 2021

Handled creative planning and design for O Boticário's social media, working in a multidisciplinary squad with Scrum methodology.
- Developed creative concepts and visual assets for campaigns
- Planned content based on editorial calendars and audience insights
- Ran A/B tests to improve visual performance

Octopus Comunicação | UX Designer
Aug 2019 - Nov 2019

Worked on digital projects with a user-centered approach, from research to final layout.
- Conducted interviews, usability testing, and market research
- Designed wireframes and user flows
- Delivered final UIs aligned with business goals

BigHouse | Head of Design
Jan 2019 - Jun 2019

Led the design team and managed full campaigns — from branding to delivery.
- Created brand identities and strategic visual materials
- Coordinated timelines and delivered high-impact content for social media

EscalaCity+ | Art Director
Sep 2017 - Jun 2018

Created visual content for brands like Colcci, Forum, and Sommer.
- Developed digital campaigns and led photo direction
- Adapted designs for multiple platforms and formats

Huia | Art Director
Jan 2017 - Jun 2017

Worked on UX-focused internal comms and visual projects for brands like Samsung and Profuse.
- Designed wireframes, UIs, and motion videos
- Provided photo support and produced full visual content

ULBRA | Webdesigner
Oct 2011 - Feb 2013

Created and coded digital content for the university's platforms.
- Designed websites and landing pages with a usability focus
- Built responsive layouts using HTML and CSS
- Produced email campaigns aligned with institutional messaging

*This is just a short version of my resume. You can see the full one on my LinkedIn profile.