

# LARISSA ARNOLD

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[LinkedIn Link](#) | EU Citizen | [Portfolio Link](#)

**UX/UI DESIGNER | UX RESEARCHER | UX WRITER | CONTENT CREATOR**

Tri-lingual (Portuguese, English and German) with a Bachelor's degree in Nutrition and a background in nutrition, sales, social media marketing and customer service. Currently **working as Freelance UX Designer, Content Creator and undergoing UX courses** to upskill and enter an exciting role in the field. Highly motivated and detail-oriented professional seeking a challenging position in UX Field to utilize my creativity, analytical skills, and **passion for user-centred design** to deliver exceptional digital experiences.

**Tools:** Figma | Sketch | Adobe Suite | Google Analytics | Miro | InVision | Microsoft Office |

**Skills:** Design Thinking | UX writing | UI Design | User Research and Analysis | Wireframing & Prototyping | Content Creation | Lean UX | Information Architecture | User Flow | Interaction Design | Usability Testing | Market Research | Persona | User-centred Design | A/B testing | Creative & Analytical Skills | UX Design | Analytics | Agile Methodologies

## EDUCATION

- **UX Design Professional Diploma** | UX Design Institute, Dublin | 2023
- **UX Tree Mentorship Program** | Dublin | Sep - Dec 2023
- **UX Design Diploma** | Google (Coursera), Online | 2022
- **Bachelor's Degree in Nutrition** | UFBA (Public University) | Bahia, Brazil | Jul 2014 - Feb 2022

## PROFESSIONAL EXPERIENCE

**Content Creator | Desing Relax | Dublin, Ireland | August 2023- Present**

- Creating and publishing engaging and informative content on UX design, UX writing, and UX research for a variety of platforms, including Website, LinkedIn, Instagram and Facebook.
- Conducting research on UX trends and topics to develop new content ideas.
- Collaborating with other designers and writers to create cohesive and informative content.
- Tracking and analyzing content performance to identify areas for improvement.

**UX/UI Designer (Freelancer) | Dublin, Ireland | May 2022 - Present**

- Working on the end-to-end UX Design process from understanding client requirements, creating the briefing, conducting research, and negotiating fees, to wireframing, prototyping, testing and launching.
- Partnering with web developers to create outstanding responsive web projects and mobile apps.
- Created wireframes, prototypes, and high-fidelity mockups using design tools such as Figma, and Adobe Creative Suite, to visualize and communicate design concepts to clients.
- Conducted usability testing and heuristic evaluations of redesigned websites to ensure user satisfaction, engagement, and conversion rates, providing clients with ongoing support and maintenance as needed.
- Following design thinking and user-centric design principles to ensure quality results and a great user experience.

## PROJECTS I HAVE DONE AS A UX/UI DESIGNER:

- [Brainy Bin App](#): Worked on the **end-to-end process**, conducting extensive **usability testing** and **research**, encompassing **UX writing (Onboarding, Copywriting, Error messages)**, **visual concept** development, throughout the UX process for the ongoing development of the Brainy Bin App.

Collaborating with developers by providing detailed **design annotations** and **ensuring seamless handover**. Implementing **user-centered design principles** to create an intuitive and engaging interface that promotes proper recycling practices through machine learning-based guidance.

- [Architecture website](#): **Redesigned** and **visually conceptualised** the UX/UI for an Brazilian Architecture company's website, conducting comprehensive **research** and **client goal-oriented meetings**. Completed the project in 4 weeks, delivering a **user-centric experience** that seamlessly merged aesthetics and functionality.
- [Developer website](#): Implemented **responsive** and intuitive UX/UI designs within a tight 3-week timeframe, employing **user-centric principles** and **design thinking**. Created an engaging and seamless user experience that captured recruiters attention through visually appealing interfaces.
- [Translation services website](#): Conducted an UX/UI design project for a translator portfolio website, encompassing **UX writing**, **visual concept** development, **competitive benchmarking**, and client meetings. Creating interactive **prototypes** and providing design annotations to facilitate seamless collaboration with developers. Focusing on user-centric design to ensure a captivating and effective interface that showcases the translator's expertise and enhances user experience.

#### **Customer Service - German Market | Accenture | Dublin, Ireland | Oct 2022 - Present**

- Provide exceptional customer service by resolving user issues promptly and effectively.
- Respond to user queries through various channels, including social media platforms and help forums, ensuring a consistent and positive customer experience.
- Thorough troubleshooting and technical assistance for user problems related to video uploads, account verification, channel transfer, user URLs, and copyright issues.
- Educate customers about the features and functionalities of our products, enhancing their understanding and satisfaction.
- Actively collaborate with the team to share feedback, insights, and best practices, contributing to a unified approach to customer support.

#### **Content Moderator (German & English) | Accenture | Dublin, Ireland | Feb 2022- Oct 2022**

- Investigate and resolve issues regarding content that is reported for account support and/or safety; flag for action, and resolve within agreed-upon turnaround times and standards of quality;
- Conduct user experience analysis on customer-provided websites and report major pain points

#### **Sales & Social Media Executive | SNC Salvador - Certo Saúde | Bahia, Brazil | Jul 2020- Aug 2021 (National Health, Wellness & Fitness shop Brand)**

- **Created compelling content for social media and website** in order to increase sales and engagement, driving a 30% rise in engagement.
- Responsible for **creating** and **posting** both **imagery**, **video** and **copywriting**.
- Conducted customer satisfaction research through WhatsApp contact, resulting in a 20% increase in customer return to the store.
- Led the team to optimise collaborative efforts, resulting in improved teamwork, enhanced productivity, and increased success in achieving sales targets.
- **Achievements:**
- *Successfully supported with their new website creation and development from scratch, conducting research, implementing new ideas and working alongside third parties to launch their website.*
- *Increased sales by 30% by creating compelling social media and website content and strategy.*

### **ADDITIONAL INFORMATION**

**Languages:** Portuguese (Native) | English (Highly Proficiency) | German ( Professional Proficiency)