Flávia Lima

Enthusiastic about creating solutions that make technology more user-friendly – and life a little more fun!

✉ fla.coelholima@gmail.com

🌐 flacoelholima.wixsite.com/flaviacoelholima

in linkedin.com/in/flaviacoelhoclima/

Experience

UX Designer

B8one | July/23 - Present

- Created wireframes and navigation flows for web and mobile platforms.
- Collaborated with design and development teams to deliver user-centered, intuitive solutions.
- Contributed to user journey mapping and continuous interface improvements.
- Analyzed usability metrics to refine ongoing projects and supported concept validation to ensure alignment with user and stakeholder expectations.

Volunteer English Teacher

Cidadão Pró-Mundo | August/23 - Present

- Volunteering as an English teacher with Cidadão Pró-Mundo (CPM), an NGO dedicated to providing social and professional integration opportunities for young people and adults from public schools.
- Focused on creating an inclusive and engaging learning environment to help students develop language skills and expand their career prospects.

Skills

- Product Discovery
- Wireframing
- Usability Testing
- Research
- Design Sprint
- Agile Methology
- Problem Solver
- Data Driven
- Information Architecture
- Responsive Design
- Storyboarding
- User Interviews

Education & Courses

Bachelor's Degree in Design
FMU University Center | Jan/23 - Present

Specialization in UX Research
University of Michigan | Jun/22 - Mar/23

UX Design Professional Certificate
Google | Oct/22 - Feb/23

Postgraduate in UX Design (Lato Sensu)
Instructional Design Institute | Jan/21 - Dec/22

Specialization in Interaction Design
University of California | Sep/21 - Nov/22

Specialization in UI/UX
California Institute of Arts | Jun/21 - Sep/22

Degree in Veterinary Medicine
Jaguariuna College | Jan/10 - Dec/14

Tools

- Figma
- Figjam
- Jira
- Hotjar
- Clarity