

Guara Ferreira

Product Designer | UI/UX Designer

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PROFESSIONAL SUMMARY

UI/UX Designer with 5+ years of experience creating intuitive, user-friendly websites and digital products, with a strong focus on responsive design across desktop and mobile. Skilled in the end-to-end design process, including information architecture, user flows, wireframing, high-fidelity UI design, prototyping, and usability testing. Experienced in designing and building e-commerce pages, with a strong understanding of visual design, UX best practices, and SEO principles.

AREAS OF EXPERTISE

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|-------------------|--------------------------|----------------------------|----------------------------|
| ✓ User Research | ✓ Design Systems | ✓ Wireframing | ✓ Prototyping |
| ✓ Design Thinking | ✓ User Experience Design | ✓ Usability Testing | ✓ Interaction Design |
| ✓ Visual Design | ✓ Interface Design | ✓ Visual Design Principles | ✓ Information Architecture |

PROFESSIONAL EXPERIENCE

UI/UX Designer | Yonge + Eglinton Pharmacy | Toronto Dec 2024 – Sep 2026

- Led the end-to-end UI/UX design process, from user research, information architecture, and wireframing to high-fidelity design, interactive prototyping, usability testing, and design quality assurance.
- Designed the entire company website from concept to launch, creating intuitive user flows and responsive, user-centred experiences across desktop and mobile.
- Applied UX best practices and SEO principles to improve website structure, navigation, content hierarchy, usability, and discoverability.
- Designed tailored e-commerce landing pages from scratch, translating business requirements into wireframes and high-fidelity designs and supporting seamless implementation across desktop and mobile.
- Led digital marketing campaigns across Facebook and Instagram, contributing to consistent month-over-month growth in unique website visitors while creating email, social media, sales, and print marketing materials.
- Produced multimedia content for digital campaigns, including photography, videography, scriptwriting, UX interviews, and AI-generated creative assets.

Graphic Designer | Curl Keeper | Toronto Oct 2024 – Nov 2024 (Free lancer)

- Led the UI design of responsive e-commerce landing pages for the Big Energy product launch and Holiday Gift Shop campaign, creating high-fidelity mock-ups optimized for both desktop and mobile experiences.
- Elevated the visual consistency of email marketing by establishing cohesive design across campaigns, ensuring alignment with the brand’s digital identity.
- Designed promotional email campaigns supporting the Big Energy product launch and Holiday Gift Shop, creating engaging visuals that maintained a consistent experience from email to landing page.

Graphic Designer | YM INC | Toronto Jun 2023 – Sep 2024

- Designed high-fidelity homepage for Urban Planet in both English and French, creating responsive, brand-driven layouts optimized for desktop, mobile, and app interfaces.
- Created high-fidelity homepage designs for Charlotte Russe, translating promotional and e-commerce requirements into engaging, responsive experiences across desktop, mobile, and app interfaces.
- Designed daily promotional email campaigns for Urban Planet in English and French and for Charlotte Russe, delivering visually compelling, conversion-focused creative aligned with each brand’s identity.
- Produced website graphics, promotional assets, and digital content for high-volume retail campaigns, maintaining strong visual consistency across seasonal launches, promotions, and e-commerce experiences.
- Collaborated closely with e-commerce and marketing teams to translate campaign objectives, promotions, and business requirements into effective digital design solutions

Graphic Designer | Omni Food Equipment | Toronto May 2021 – Jan 2023

- Led the end-to-end design of print and digital assets, including brochures, flyers, catalogues, digital email marketing, and promotional materials.
- Designed product packaging, labels, and social media content, ensuring a consistent and engaging brand identity across channels.

EDUCATION

User Interface (UI) and User Experience (UX) Design, BCIT (British Columbia Insititue of Technology), Jan 2025 – Jun 2025
Advertising Creative Digital Strategy, Centenial College, Sep 2020 – Sep 2021

TECHNICAL SKILLS

Design & Creative Tools: Figma, Claude, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightrroom)
E-commerce & Website Platforms: Shopify, Wix, Squarespace, Shopify
Email Marketing: Klaviyo
Analytics: Google Analytics
Digital Advertising: Meta Ads (Facebook & Instagram)