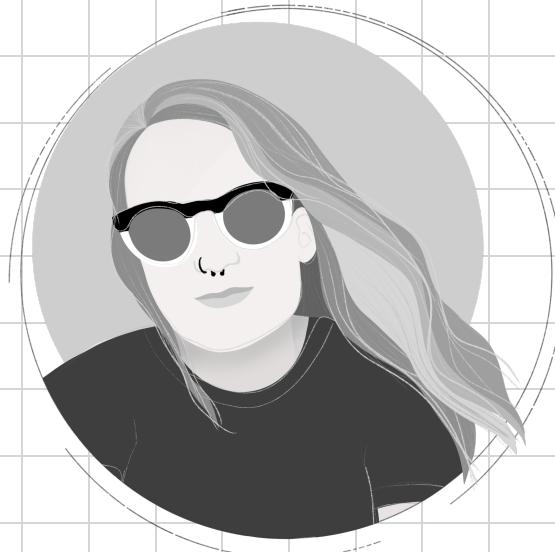


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 paula-fidalgo-fernandes

 +34 644083475

Paula Fidalgo Fernandes



Hi, I'm Paula!
A product designer
passionate about creating
digital experiences that
people fall in love with

EXPERIENCE

Güd People aug 2020 > april 2022

On a range of Product Discoveries projects, I worked researching the market and user's needs. To apply the insights in a product concept, from wireframes to the prototype. After a few projects we did for Your dev, I got offered a position.

Your/dev feb 2021 > today

As a designer, I handled all UX/UI of different digital products, from research to high-fidelity prototypes and structuring Design Systems. Working in squads, web or mobile, part of my job is to oversee and facilitate ongoing development.

Interaction Design Foundation

108 hours of online classes, courses in the areas of UX, UI, Design thinking, HIC and usability

University of Bahia State (UFBA)

2019 / Degree in Architecture

2013 / Beginning of Architecture and Urban Planning studies

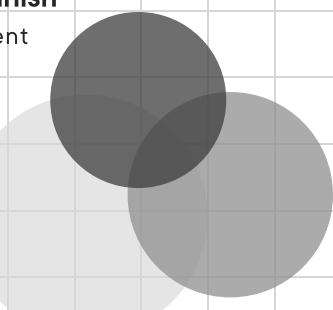
CRIA nov 2017 > dec 2019

Furniture design company, where I worked from creation to overseeing the execution. An job experience that allowed me to connect with design and problem-solving.

L A N
G U A
G E S

Spanish

Fluent



English

Advanced

Portuguese

Native

SKILL

E
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Sketch

Figma

Illustrator

InDesign

After effects

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drawing



biking



A movement that connects spaces and people to promote a new view of education in the daily life of the City of Salvador, in Bahia. A founding member, and organizer of TEDx Rio Vermelho 2017.

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An international non-profit organization that promotes children's education towards world peace. A part of the leadership training committee for over 3 years.