ANABELA VELOSO
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EXPERIENCE

DIGITAL DESIGNER
Aviation eLearning (Copenhagen, Denmark)   *Jan 2020 - June 2022*

- Designed the company's **visual identity**, creating a contemporary and recognizable brand presence.
- Developed wireframes, prototypes, and **UI/UX designs** for the ILPT platform, improving usability and user engagement (still growing till this day).
- Produced **graphic content** and videos for e-learning modules and marketing campaigns.
- Worked closely with managers and developers to deliver user-focused design solutions.

UI DESIGNER
Sandhills East (Luxembourg, Luxembourg)   *Mar 2018 - Aug 2019*

- Designed user interfaces for **web and mobile platforms**, tailored to client needs.
- Created visual assets such as icons, buttons, and **graphic elements** to enhance functionality.
- Developed responsive websites using **HTML and CSS**, ensuring smooth user experiences.

ARTIST'S ASSISTANT
Studio Luca Frei (Malmö, Sweden)   *Oct 2022 - July 2023*

- Assisted in **conceptualizing and planning** public artworks and contributed creative ideas for installations.
- Supported the production of artworks for exhibitions, ensuring quality control.
- Re-designed the studio's **digital platform**, improving its structure, visuals, written content and usability.

MULTIMEDIA CREATOR - INTERNSHIP
European Parliament (Luxembourg, Luxembourg)   *Oct 2017 - Feb 2018*

- Produced and edited **videos and photography** for internal campaigns.
- **Designed and conceptualized** an annual calendar for the Research team.

TECHNICAL DRAWER & WEB DESIGNER
Sousa's, Vieira & Veloso (Barcelos, Portugal)   *Nov 2015 - Sep 2017*

- Created technical drawings using M1 **knitwear coding software** to support knitwear production.
- Designed and maintained the **company's website**, attracting new clients.
- Created and managed **social media content** (photographic and written) increasing engagement and contributing to a 20% growth in business.

EDUCATION

UX/UI DESIGN BOOTCAMP
ReDi Academy Cyberspace   *2024 - 2025*
(Copenhagen, Denmark)

Focused on user experience design, prototyping, testing and user-centered approaches to problem-solving.

POST-GRADUATION OF PUBLIC INTEREST
Royal Institute of Art   *2023 - 2024*
(Stockholm, Sweden)

Focused on engaging with the public in Gröndal, conducting user research, and developing site-specific projects in public spaces.

MASTER OF FINE ARTS
Royal Danish Academy of Fine Arts   *2019 - 2022*
(Copenhagen, Denmark)

Specialized in interdisciplinary fine arts practices with a minor in Art Writing and Research.

BACHELOR OF ARTS - MULTIMEDIA ART
Faculty of Fine Arts   *2011 - 2015*
(Porto, Portugal)

Specialized in multimedia, including video art, graphic design, and storytelling.

SKILLS

DESIGN
UI Design · UX Design · Interaction Design · Visual Design · Wireframing · Prototyping · Low to High-Fidelity Mockups · Branding

RESEARCH
User Interviews · Usability Testing · Information Architecture · Journey Mapping · Competitor Analysis · User Flows

SOFTWARE
Figma · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe XD · Adobe Premiere Pro · Adobe After Effects · Adobe Audition · Dreamweaver

VISUAL DESIGN
Typography · Iconography · Poster Design · Digital Illustration · Web Design

SOFT SKILLS
Creative Problem-Solving · Cross-functional Collaboration · Human-Centered Design · Rapid Iteration · Adaptability · Empathy · Critical Thinking