

# ANDREIA VIEIRA

SPECIALIST IN PLATFORMS AND DIGITAL MEDIA

Phone: +55 34 99977-9423 [bit.ly/Linkedin-AndreiaVieira](https://bit.ly/Linkedin-AndreiaVieira) e-mail: andreia@sv@gmail.com Portfolio: andreia@sv.com.br

## WORK EXPERIENCE

### BRAIN INNOVATION

Designer Experience (UX/UI/CX)

Uberlândia-MG, Brazil  
Nov 2020 - Present

- Assessed the usability of a service platform that integrates all digital and voice channels. Applied Nielsen's 10 Heuristics and tracked the fixes with the developer. The evaluation pointed out 23 correction factors, improving the user experience in time and clicks in navigation by 30%;
- Conducted qualitative customer surveys to create Personas and stakeholders for Proto Personas with an average of 10 participants per survey;
- Led the design process for the Automotive Intelligence IoT product launch Hotsite, finding solutions for the creation of a simulator, restricted area of training for the commercial team and download resources that leveraged the initial sales of the product. Created an Internet product Hotsite for integration with the commercial team that resulted in a sales growth of 54% during 30 days of the strategic action in relation to the last 5 months;
- Acted as UX Cross in 6 Squads collaborating with design ideas, prototypes, UX evaluations, surveys, presentations for Pitches, Storyboards, Moodboards, customers' journey and digital marketing actions and email marketing;
- Acted as a mentor of Innovation Trail groups, guiding the development and construction for participation in the Pitches battle from the groups to the board.

### MARTINS S/A

Specialist in Platforms and Digital Media  
Trade Marketing Analyst

Uberlândia-MG, Brazil  
Jan 2016 - Nov 2020  
Jul 2004 - Ago 2008

- Conceptualized, designed and managed the first retail streaming edutainment platform in Brazil formulated to be a "Netflix do Varejo" (Retail's Netflix) in response to studies and research to remodel the format of distance training at Retail's University, which had 17 clients in its former EAD platform for the new format, which now has 5,000 customers accessing in 12 months;
- Designed over 100 retail content in the format of Storytellings Series, Interviews, Realities, Video Tips, Webinars and Short Films, in addition to 5 online retail service platforms, 1 Blog and 1 Retail News Portal placing general access platforms with an average of 14,000 accesses per month;
- Elaborated and developed Trade Marketing campaigns for retail points of sale, incentives for the commercial team of major brands such as Colgate, 3M, Unilever and Nestlé. Held major incentive and travel awards events for over 500 people.

### IDEIA COMUNICAÇÃO

Communication Consultant

Uberlândia-MG, Brazil  
Nov 2008 - Dec 2015

- Developed and executed online and offline communication as social media, websites, printed and signage materials;
- Directed advertising arts and their applications and organized retail events;
- Created 100+ print and digital product designs for 21 clients across industries like local non-government organizations, retails, bank & wholesales.

### ALGAR TELECOM

Communication and Marketing Analyst

Uberlândia-MG, Brazil  
Jul 1999 - Out 2002

- Coordinated communication and marketing actions for specific telecommunications channels such as advertising, brand management, customer surveys, press relations, organization of internal events and company participation in sectorial events with Stands;
- Managed the use of the company's brand and its applications in branches in Brazil and Argentina.

## EDUCATION

### IGTI- Institute of Management and Information Technology

Postgraduate (Specialization) in User Experience Design (UX Design)  
Final Project: APP of Services for the City Hall

Belo Horizonte-MG, Brazil  
Graduation Date: Dec 2019

### Estacio de Sá University

Postgraduate Specialization in Digital Media  
Final Project: Edutainment streaming platform for retail

Ribeirão Preto-SP, Brazil  
Graduation Date: Dec 2016

### UNITRI Triângulo University Center

Social Communication with a specialization in Advertising  
Final Project: Advertising Campaign Planning for Volkswagen Dealership

Ribeirão Preto-SP, Brazil  
Graduation Date: Dec 1999

## SKILLS & INTERESTS

**Skills:** Scrum, Coreldraw, Adobe Suite, Camtasia, Filmora, OBS, Vmix, Office, Marvel, Figma, Invision, WP, Wix.  
**Interests:** Reading, music (listening, playing the guitar, singing), Series and interior designer.