Helena Pereira

UX/UI Design & Ilustration

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(+351) 967 109 189

www.helenapereira.com

Profile

From an early age I have learned to express myself creatively through drawing. This lead me to pursue the Design and Illustration field. I have a background in research that taught me the value on working in multi-cultural teams and have a supportive role within teams.

Education

Bachelor in Interactive Media Design (Madeira University - 2012)

Technical Proficiency

Figma, Affinity, Clip Studio Paint, Procreate, Adobe Suite, Wordpress.

Language

Portuguese - Native
English - Fluent

Personal Interests

Drawing, Dungeons & Dragons, Webcomics and crochet.

Experience

SeeHealth Lda
March 2021- March 2022

Madeira Safe

UX/UI Design, Coypywriting, User Support

Re-design of the Madeira Safe platform website and Administration System. User support through phone call and email. Collecting and reviewing feedback from users.

Vipa Corporation Websites

UI Design, Copywriting, Illustration

Vipa Corporation website design. Design of the visual elements, interactions, copywriting and illustrations.

My eHealth

UX/UI Design

Secondary research for a Health care services app, and initial design and prototype of the app.

Digital Cards

UI Design

Design of interactive personal business cards in digital format, for the Vipa Corporation group.

Other

- Prepare assets to publish on the App Store and Play Store.
- Collaboration in writing client project proposals.
- Copywriting and graphic design for the Vipa Corporation group portfolio.

Interactive Technologies Institute

Industrial Kitchen of the Future

UX/UI Design, Video and Photo Editing
Oct 2018 - Sep 2019

Project website design in Wordpress. Interactive dashboard design for kitchen chefs. Responsible for scheduling meetings and communication between teams.

Communication Assistant

Graphic Design, Photo and video editing
Dec 2017 - Aug 2018

Responsible for the visual support to the Institute's branding and communication. Poster and flyers design. Reviewing and designing the institutional newsletter. Capture images for events.

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Experience

Interactive Technologies Institute

Augmented Reality Book

Illustration   Jun 2013 - Jun 2015

Exploring possible augmented reality interactions with a children's book for an immersive experience.

Immersive experience with projections

Animation, Illustration   Jan 2013 - May 2013

Create animations for an immersive experience using projection mapping techniques.

WAYLA - Game using eye-tracking Technology

Concept art, Game Design   Oct 2012 - Dec 2012

Game design for eye-tracking technology. Contributed as a concept artist, character design, storyboards and animation sequences.

Exhibited in SIGGRAPH 2013 in the Immersive Technology category.

Freelance

Drawing Comissions

Illustration

- Illustrations for academic papers in the technology field.
- Portrait illustration for families.

Summer Mascot

Mascot Illustration

Mascot design for a summer kids camp. Concept creation and design of the mascot and banner for branding purposes.

Awards

Funchal City Hall Contest

Mascot Illustration   May 2020

Winner of the contest "Environment Week in Municipal Chamber of Funchal, for the "Mascot" category.