Isabela Abdenor

UX/UI and Product Designer · background in art direction

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Designer with nearly three years in art direction, moving into product design. Today I create campaigns and help build landing pages and websites at an advertising agency. In my case studies I start with research: I interview people, test prototypes and use data to decide before designing the interface. Day to day, I use AI tools to automate tasks and support my design process. Google UX Design Certificate.

Experience

Art Director and UI Designer, resultate

Advertising agency, Brazil · Dec 2024 – present

- Help build landing pages and websites for the agency's clients.
- Create campaigns, key visuals and social media content, online and offline.

Art Direction Intern, Artmark

Brazil · Jun 2022 – Apr 2023

- Designed online and offline advertising pieces, focused on social media.
- Adapted campaigns to different formats, platforms and audiences.

Product case studies

g1: news reading on mobile

Independent study, 2026 · g1 is one of Brazil's largest news sites · see the case

- Measured 13 articles on three news sites and analyzed 819 reader reviews. The research overturned my hypothesis: the problem wasn't the number of ads, but how much they interrupt reading.
- Redesigned the article screen with 10 decisions and rules for ads, keeping the same number of ads.

Aprova: creative approval between agency and client

Independent study, concept product, 2026 · see the case

- Interviewed 5 people and tested the prototype with 5 others: 4 of 5 couldn't tell whether an old approval still counted after the piece changed.
- Redesigned the flow and checked it with a heuristic evaluation (10 issues down to 1) before the final UI.

Pet Hotel: pet boarding app

University group project, FAESA, 2023 · see the case

- A survey of 41 pet owners showed the main barrier was trusting the hotel, not finding it. Persona, flows for two audiences, style guide and UI.

Zei: grocery list app

Created by Robert Rodrigues in 2024, reviewed by me in 2026 · see the case

- Supported the 2024 research. In the review, replaced unsourced numbers with public data, analyzed competitors and proposed cutting the scope from 13 features to 3.

Education

Bachelor's in Graphic Design

FAESA, Brazil, 2020–2024

Certificates

Google UX Design

Google and Coursera, 2024

ProtoPie

2024

Design Thinking

Sebrae, 2024

Skills

User interviews, usability testing, heuristic evaluation, data analysis, information architecture, wireframing, prototyping, UI design, art direction, motion, AI process automation

Tools

Figma, ProtoPie, Photoshop, Illustrator, After Effects, Claude (AI)

Languages

Portuguese

Native

English

Intermediate