

GABRIELA NAOUM

UX DESIGNER

CONTACT

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naoumdesign.com

SKILLS

Interaction Design

Wire-framing and prototyping

User Research

Usability Testing

Web Design

TOOLS

Figma

Adobe XD

Sketch

Illustrator

Photoshop

Basic HTML | CSS | P5.js

LANGUAGES

Portuguese (native)

English (fluent)

Italian (A2)

French (A2 currently studying)

INTERESTS

Reading romances and mysteries, writing about art history. Traveling and trying new food. Exploring the relation between AI and disability.

WORK HISTORY

UX Designer | Fédération Internationale de l'Automobile (FIA)

Contract. Nov. 2023 to Feb. 2024 - Paris, FR

- Collaborated with the Director of Digital Technology and the team's developer to maximize efficiency, ensuring all usability, layout requirements, and user needs were met.
- Designed multiple iterations and a high-fidelity model that was developed to assure the functionality of FIA's internal Formula 1 product.
- Led the design of FIA's new design system, implemented it, and created design guidelines to assure smooth carry-over in the future.

UX Design Intern | Google

Summer 2022 - New York, US

- Hosted cross functional meetings and brainstorming sessions with UX Researcher and Project Manager ensuring maximum collaboration;
- Implemented Google GM3 guidelines into 120+ screens and 40 high fidelity mockups to quickly test in survey format facing 5000+ participants;
- Collaborated with other UX designers and UX researchers to brainstorm innovative concepts that ensure user trust and privacy in Google Search, Maps, Payments and Assistant.

EDUCATION

MA in Interaction Design | 2021 - 2023

California State University East Bay - Hayward CA

- Worked on projects exploring the best user experience when using upcoming technology like interactive projections, AI Chatbots and physical prototyping;
- Focused on accessible and inclusive design in sensitive topics.

BFA in Graphic Design | 2017 - 2020

Suffolk University - Boston MA

Graduated with GPA 3.7 and Magna Cum Laude

- Specialized in UX/UI Design;
- Developed projects focusing on typography, color, grid, and composition.

CERTIFICATES

Transforming UX through Artificial Intelligence | 2023

Stanford School of Engineering Online

Google UX Design Certificate | 2021

Coursera

English Studies | Summer 2010

Harvard University - Cambridge MA