

JUSSARA PASTRE

UX/UI & PRODUCT DESIGNER

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Dublin, Ireland | EU & UK Work Rights | Open to Relocation

Portfolio: www.jussarapastre.com

PROFESSIONAL SUMMARY

UX/UI & Product Designer with a professional background in communication, branding and marketing, currently completing a Certificate in UX Design at Dundalk Institute of Technology. Combines strategic storytelling, visual design, and user-centered design (UCD) methodologies to create accessible and intuitive digital experiences. Skilled in connecting user needs with business goals across cross-functional and international environments.

CORE COMPETENCIES & TOOLS

UX/UI Methodologies: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, User Flows, Interaction Design, Accessibility & Inclusive Design (WCAG principles), Design Systems, Responsive Web & Mobile Design

Tools & Software: Figma, Adobe Photoshop, CorelDraw, Canva, Visual Studio Code, Trello, Microsoft Office

Frontend & Technical: HTML5, CSS3, CSS Flexbox, Bootstrap, JavaScript

Strategic & Soft Skills: Visual Design, UI Design, Brand Strategy, Marketing Communication, Heuristic Evaluation, Cross-functional Collaboration.

SELECTED UX/UI & PRODUCT DESIGN PROJECTS

Bloom – Career Platform Concept | UX/UI & Product Design

- Designed an end-to-end digital career platform concept focused on human-centered career exploration and guidance.
- Applied UX research, user flows, wireframing, high-fidelity prototyping in Figma, and usability testing, incorporating WCAG informed accessibility principles throughout the interface design.

CondLife – Residential Management App | Mobile UX/UI Design

- Developed a mobile application concept for residential communication and administrative management.
- Mapped end-to-end user journeys and designed responsive mobile interfaces and high-fidelity prototypes in Figma, incorporating language accessibility and inclusive communication for users from diverse linguistic backgrounds.

WildMatch – Sports Match Platform | UX/UI Design

- Designed a responsive sports platform experience, applying UX research, information architecture, user flows, wireframing, and interactive prototyping to create an intuitive match discovery experience.

Bikcraft – Custom Bicycle Website | Web Design & Frontend

- Built a responsive web interface using HTML5, CSS3, and JavaScript, bridging visual design with front-end code.

PROFESSIONAL EXPERIENCE

Communication & Marketing — Freelance (Brazil / EU)

06/2021 – Present

- Create social media content and visual materials for digital communication.
- Design social media posts and support visual communication based on brand identity and target audience.
- Apply principles of visual design, typography and communication to create clear and engaging content.

General Operative – Process & Quality Control — FAAC Electronics Limited (Ireland)

05/2022 – Present

- Execute manufacturing and quality control procedures in a fast-paced international electronics environment.
- Apply systematic problem-solving, attention to detail and quality standards within structured production processes.

Founder & Marketing Communications Director — Metafora Communication & Art (Brazil)

02/2016 – 06/2021

- Led branding, visual identity, and strategic communication campaigns for diverse corporate clients across print and digital media.
- Directed journalistic and editorial activities, managing client relationships and visual hierarchy in publication design.

EDUCATION & CERTIFICATIONS

- Certificate in User Experience (UX) Design — Dundalk Institute of Technology (Ireland) | 09/2025 – 07/2026
- Higher Education Diploma in Marketing — UNOPAR (Brazil) | 02/2013 – 12/2015
- Bachelor's Degree in Journalism — UNIFAE (Brazil) | 01/2002 – 12/2006
- Certifications: Google UX Design, UX/UI Design, Product Design, UX Heuristics, Neuromarketing, Advanced Typography, HTML5 & CSS3, CSS Flexbox, Bootstrap, Inbound Marketing

LANGUAGES

Portuguese (Native) | English (Professional Working) | Spanish (Basic)