

Anyssa Ferreira

UI/UX Designer • WordPress Specialist • São Paulo - Brazil



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EXPERIENCE

NextPress (WP Ultimo), Remote — Senior UX/UI Designer

SEPTEMBER 2022 - PRESENT

Leads the design initiatives for the WP Ultimo plugin, collaborating closely with the dev team on improving the product's interface and user experience, and standardizing internal design processes.

Haste Studio, Remote — Co-founder / Senior Designer

JULY 2009 - JULY 2022

Worked on multiple WordPress projects, from corporate websites to e-commerce, high-traffic portals, custom plugin and theme development, and more, establishing partnerships with national and international clients. As a designer, engaged in wireframing, prototyping, performing tests, developing sitemaps, style guides, design systems, and full user interfaces for responsive, accessible, and high-performing websites.

EDUCATION

SENAC University Center, São Paulo, Brazil — Bachelor's in Graphic Design

JANUARY 2008 - DECEMBER 2011

PROJECTS

WordPress: Create a Professional Website from Scratch

DOMÉSTIKA COURSE, 2020.

Developed a [best-seller online course for Doméstika](#), guiding over 6,600 students through the process of building custom low-code websites on WordPress.

EXTRAS

WordPress Community Contributions

- Core Contributor
- WordCamp São Paulo Organizer (2014 - 2020)
- Brazilian Portuguese Translation Editor

SKILLS

- Figma, Adobe softwares
- WordPress
- CSS, HTML
- Collaborative
- Fast Learner
- Creative
- Organized

AWARDS

Kim Parsell Scholarship (2015)

Recognized by the WordPress Foundation for the contributions to the inclusion of women and underrepresented groups in the Brazilian community.

LANGUAGES

English (Advanced)
Portuguese (Native)
Spanish (Conversational)

TALKS

- WordCamp Europe (2020)
- WordCamp São Paulo
- WordCamp Belo Horizonte
- WordCamp Fortaleza
- WordCamp Porto Alegre
- São Paulo Meetup
- Curitiba Meetup
- Granada (Spain) Meetup
- Campus Party Brazil
- Brazil JS on the Road
- PHP Community Summit