



# Sofia Dias

UX/UI Designer

“Sofia is exceptionally responsive to her duties, always pays attention to the details (and) produces a high volume of work while consistently maintaining high standards for quality and accuracy.

She is one of the most trustworthy managers of the company.

Easy Rent General Manager

- 📍 Dalpark, Johannesburg
- 📞 +27 83 263 7743
- ✉️ sovdias@hotmail.com
- 🌐 portfolio: [bysofiadias.com](https://bysofiadias.com)
- 🎨 Dribbble: [bySofia](https://bySofia)
- 🌐 [sofia dias](https://www.linkedin.com/in/sofia-dias)

Driver's Licence: yes  
Own Transport: yes

## Languages

- English: bilingual
- Portuguese: native
- Spanish: conversational

## Skills

**Design:** Research | Personas  
User Journeys | Information  
Architecture | Mock-Ups  
Prototyping | Mobile & Web  
Design | IOS & Android  
Design Systems | Usability  
Testing | Agile & Scrum

**Others:** Analytical Thinking  
Management & Leadership  
Skills | Copywriting

## EDUCATION

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### Coursera

Google UX Design Professional Certificate

### IBM

Introduction to Agile Development & Scrum

### INHLE - Institute of Bankers

National Credit Regulator exam

### Inscape Design College

Architectural Draughting, final classification B

### Liceu Sa da Bandeira - Portugal

Arts Group - matric final classification B

## WORK EXPERIENCE

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### Freelance

2022 - current

- Responsive UI design (Wordpress design & development with e-commerce)
- UX design
- Graphic design
- Branding
- SEO

**Personal project //** Fashion brand for the outdoors market

2019 - current

- Wordpress Web design & development with e-commerce
- Illustration
- SEO
- User & Competitive Research
- Google analytics
- Digital marketing strategy & implementation (Facebook ads, Instagram, Pinterest, content creation)

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## Short Courses

- The Laws of Visual Perception
- Branding and Identity: Construction & Development of a Brand
- Introduction to Visual Merchandising

## Relevant literature

- *Ogilvy on Advertising in the Digital Age* by Miles Young
- *Write to Sell* by Andy Maslen
- *Advertising Design & Typography* by Alex W. White
- *Influence - The Psychology of Persuasion* by Robert B. Cialdini, PH.D.

## Interests

- Cognitive Psychology & Sociology
- Business & Strategy
- Biographies & StarWars 

## Easy Rent Rental Services // Client Acquisition Manager

August 2012 - December 2021

### Client Acquisition Manager (September 2013 - December 2021)

- Report directly to General Manager
- Leading team of 7 people
- Lead in digital web product development for the management of credit applications & vetting, where i was able to reduce the time from application to contract from 4h to 1h
- Strategizing and collaborating with outsourced IT company
- Development of Department Policies and Procedures
- Liaison with NCR, FSCA and Compliance officer
- Control of eNatis registration documents (in excess of 3000)

### Admin Clerk (August 2012 - August 2013)

- Debit orders reconciliation
- Finance & Insurance manager (F&I)
- Bad Debt collection

Reason for leaving: company closed down

## Alba Exports (proprietor of Woolworths' franchise in Mozambique) // Exports clerk

March 2006 - July 2012

- Logistics controller
- Stock controller
- Customs liaison
- Export documents compilation

Reason for leaving: company closed down

