



# 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 • User Journeys • IA • Prototyping • Mobile/Web iOS/Android • Design Systems Usability Tests

**Others:** Analytical Thinking Management & Leadership Strategy

## Education

### DESIGN SPECIFIC

#### Mobile UI Design

Interaction Design Foundation  
Top 10% in class

#### Visual Design: The Ultimate Guide

Interaction Design Foundation  
100% marks

#### How to Design for Accessibility

Udemy

#### Google UX Design Professional Certificate

Coursera

#### Introduction to Agile Development & Scrum

IBM

### GENERAL

#### National Credit Regulator exam

INHLE - Institute of Bankers

#### Architectural Draughting

Inscape Design College

Final classification B

# Sofia Dias

UX/UI Designer

## 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
- *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



## Work Experience

### Glucode

March 2023 - Present

#### Junior UX/UI Designer

- Assist senior designers in project RE:STYLE/BOSS - UI flows, prototyping
- Assist with several internal projects: competitor analysis, illustrations (Prventi), icons design
- Creation of characters design system for Prventi

### Easy Rent Rental Services

August 2012 - December 2021

#### Client Acquisition Manager

September 2013 - December 2021

- Report directly to General Manager
- Manage team of seven people
- Lead in digital web product development for the management of credit applications, reducing the time from application to contract from 4h to 1h
- Development of Department Policies and Procedures

#### Admin Clerk

August 2012 - August 2013

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

Reason for leaving: company closed down

