ISADORA FILIZOLA

Product Designer

1073 Budapest, Hungary | isadorafilizola@gmail.com | www.isadorafilizola.com | Isadora Filizola

SUMMARY

Former marketing professional with 9 years of enterprise experience in brand strategy, digital campaigns, and stakeholder engagement. Currently seeking a new challenge in product design, driven by a strong desire to create intuitive, user-centered solutions. Eager to learn, grow, and collaborate with other professionals to craft meaningful and impactful digital experiences.

EDUCATION

Postgraduate in Product Design | 2024-2025
Uniminas, Brazil

Bachelor of Communication (Advertising) | 2012-2015
Veiga de Almeida University, Brazil

SKILLS

Design

Design Thinking, Wire framing, Protytping, UX Architecture, Personas, User Flows

Soft

Communication, Empathy, Teamwork, Time Management, Stakeholder Management

Tools

Figma
Miro
Microsoft Suite
Google Suite

Languages

Portuguese (Native)
English (Fluent)
Spanish (Basic)
French (Learning)

CERTIFICATIONS

Figma Essential Training, LinkedIn Learning
Figma UI UX Design Essentials, Daniel Walter Scott
UX Foundations: Interaction Design, LinkedIn Learning
Digital Skills: User Experience, Accenture

PROFESSIONAL EXPERIENCE

Market Specialist, Cognizant Hungary | 2021-2023

- Led market research initiatives that directly supported strategic business improvements;
- Conducted market analysis to identify trends and opportunities;
- Collaborated cross-functionally with content and partnership teams to drive regional impact.

Data Analyst, Cognizant Hungary | 2020-2021

- Analyzed user data to identify opportunities for improving content quality and overall user experience;
- Reviewed user-generated content to ensure compliance with community guidelines and platform policies.

Digital Marketing Analyst, Ediouro Brazil | 2018-2019

- Created and managed platform-appropriate content to drive audience growth and interaction;
- Planned, executed, and optimized paid and organic campaigns across social media channels;
- Monitored performance metrics and delivered actionable insights using analytics tools to improve campaign effectiveness.