

SAMARA ALANNA ANDRADE DE PAULA

UX/UI Designer and Full Stack Developer

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PROFESSIONAL SUMMARY

UX/UI Designer and Full Stack Developer delivering digital products end to end, from research and information architecture to technical implementation and automated production deployment. Pursuing a double degree in Systems Analysis and Development and in Graphic Design. Founder of BORDA Design studio.

I build interfaces with React, TypeScript and JavaScript, along with solutions in PHP and WordPress with custom themes. Key strengths include production debugging with root cause analysis, robust form validation without external libraries, lead integration with corporate CRM, attention to security and data protection compliance (LGPD), technical SEO, and a foundation in data analysis with Python and SQL. Experienced with agile methodologies (Scrum and Kanban) and multidisciplinary teams.

TECHNICAL SKILLS

Front-end: React (functional components, hooks, Context API, custom hooks, React Router), TypeScript, JavaScript ES6+, semantic HTML5, CSS3 (native variables, Grid, Flexbox, animations), styled-components, jQuery, Bootstrap 5, responsive design.

Integration and APIs: REST API consumption with Fetch and Axios, React Hook Form with validation, webhooks via n8n, external APIs via cURL, lead integration with corporate CRM.

Back-end and CMS: PHP (modular architecture, input sanitization, HTTP status handling), WordPress (custom theme, page templates, nonce), Elementor, PHPMailer and Amazon SES.

Data and AI: Python (pandas, data cleaning and analysis, visualization, anomaly detection), SQL, ETL with Power Query, Prompt Engineering, Claude, ChatGPT and Gemini.

DevOps and Quality: Git, GitHub, GitHub Actions (CI/CD), automated deployment, ESLint, Prettier, Node and NPM, SSL and DNS, cache management, DevSecOps, debugging with Chrome DevTools.

UX/UI and Design: user research, information architecture, wireframes, interactive prototyping, Design Systems and design tokens, usability testing, Nielsen's heuristics, WCAG accessibility, Figma, Adobe Illustrator, Adobe Photoshop.

SEO and Digital Presence: technical SEO, Open Graph, JSON-LD Schema, sitemap, Google Search Console, Google Business Profile, Google Ads.

Methodologies: Scrum, Kanban, multi-project management, code review and technical documentation.

PROFESSIONAL EXPERIENCE

Multimedia Design Intern - TecSinapse

02/2026 - Present | Remote

Featured project: VOGUE Brasil Corporate Website (premium motorcycle brand)

Stack: WordPress (custom theme), PHP, JavaScript, jQuery, Bootstrap 5, CSS3, n8n webhook

- Designed wireframes, layouts and interactive prototypes in Figma and contributed to the Design System, creating reusable components, pattern documentation and design tokens.
- Built 3 forms from scratch with robust validation without external libraries (Brazilian taxpayer ID, phone and email), inline validation with feedback and LGPD compliance.
- Integrated dependent State and City selects consuming JSON with over 5,570 Brazilian municipalities, and implemented asynchronous submission via n8n webhook with subject-based routing and WordPress nonce security.
- Conducted competitor benchmarking and usability testing for continuous experience iteration.

Featured project: Lead Validation Audit and Fix (multinational automotive client)

Stack: PHP, WordPress (custom theme), JavaScript, jQuery Mask, Git, FTP deployment

- Diagnosed the root cause of a vulnerability that allowed invalid leads to reach the corporate CRM, identifying permissive HTML validation, a loose JavaScript mask, missing back-end validation and a bot-exposed endpoint.

- Developed a central, reusable PHP validation module (taxpayer ID with check digits, phone with area code and ninth-digit rules, email) with an anti-bot honeypot.
- Implemented dual validation, on both front-end and back-end, across 106 forms including 77 dealership pages, scaled through a shared JavaScript file in a single deployment.
- Fixed collateral bugs (bfcache, form visible after successful submission) and documented pending security issues, such as exposed credentials and unenforced reCAPTCHA, for handover.

Founder, UX/UI Designer and Web Developer - BORDA Design

10/2025 - Present | Creative Studio, Freelance, Remote

- Lead complete Visual Identity, Branding, UX/UI and Web Development projects, from strategic research to final delivery.
- Manage client relationships and multiple simultaneous projects, structuring workflows, deadlines and quality standards.
- Built the studio's full digital presence with technical SEO (Open Graph, JSON-LD Schema, Search Console), Google Business Profile and Google Ads campaigns.

Featured project: BORDA Design Web Portfolio

Stack: HTML, CSS, JavaScript, PHP, GitHub Actions (CI/CD)

- Developed a modular PHP architecture with design tokens in CSS Variables and configured automated deployment via GitHub Actions with FTP integration (CI/CD).
- Implemented dark and light themes with localStorage persistence, real-time PT and EN internationalization without reload, and interactive components such as a scroll-snap carousel, animated accordion and recommendation quiz.

REACT DEVELOPMENT PROJECTS

- **Repository Wiki (wiki-react):** React application consuming the GitHub API, with dynamic list rendering and reusable components. Repository: github.com/SamaraAlanna/wiki-react
- **Calculator (calculadora-react):** React application with state management through hooks and componentization. Repository: github.com/SamaraAlanna/calculadora-react
- **Interfaces with TypeScript and styled-components:** login screen with a typed form and field validation, plus home and logged-in area screens built with CSS-in-JS.

EDUCATION

Technology Degree in Systems Analysis and Development

Universidade Positivo (UP), Distance Learning | 08/2025 - 08/2027

Technology Degree in Graphic Design

Uninter, Distance Learning | 11/2025 - 11/2027

CERTIFICATIONS AND COMPLEMENTARY TRAINING

React Developer Program - DIO | 2026. Certified in React, JavaScript and TypeScript. Hooks, Context API and custom hooks, React Router, styled-components, React Hook Form, API consumption with Fetch and Axios, TypeScript and migration of a JavaScript project to TypeScript, Next.js, and introduction to Redux. 24 courses and 5 project challenges.

Bootcamp on Generative AI, Data and Cybersecurity - DIO | 2026. Fundamentals of LLMs and Generative AI, Prompt Engineering, Excel 365 and Power Query (ETL), SQL, Python and data structures, data analysis with pandas, anomaly detection in financial transactions, cybersecurity principles and DevSecOps.

Other certifications: UX Design (Alura, 198h, 2025), UX Research (Alura, 32h, 2025), Accessibility in UX (Alura, 31h, 2025), Figma (Alura, 41h, 2025), WordPress, Elementor and Figma (Alura, 2026), Software Engineering (Universidade Cruzeiro do Sul, 2025), Programming Logic (Alura, 2025), Front-end with JavaScript, HTML and CSS (Ada, 2025), Cyber Threat Management (Cisco Networking Academy, 2025), AI Fluency: Framework and Foundations, Claude Code in Action and Claude 101 (Anthropic, 2026).

LANGUAGES AND SOFT SKILLS

Languages: Portuguese native, English intermediate, Spanish basic.

Soft skills: analytical thinking, clear communication, multidisciplinary teamwork, multi-project management, proactivity, continuous learning and problem solving.