

# Leonie Almeida — UI/UX Designer

Creative UI/UX Designer with experience in healthcare, education, and nonprofit tech. Skilled in visual design, wireframing, and prototyping, with hands-on work across mobile, dashboard, and AI interfaces. Applies psychology and neuroscience principles to design intuitive, user-first digital experiences.

## PROJECTS

UI & UX Designer — CareerFoundry Projects

### BANQ | Personal Finance App

- Designed a money-saving app with AI integration by conducting competitive research, sketching early concepts, creating wireframes, and running usability tests to refine the experience—helping users better track and grow their savings.

### Seedly | Plant Care and E-Commerce App

- Focused on visual design by developing high-fidelity wireframes for a mobile app (iOS & Android) that lets users track plant care, identify species, and diagnose plant issues—enhancing gardening outcomes.

### Cookly | Recipe App

- Applied a user-centered design process by conducting user interviews and usability testing to design a recipe app tailored to users' cooking goals—resulting in improved meal planning and dietary success.

## EXPERIENCE

### Halal Reads (Nonprofit), Remote — Freelance UI/UX Designer

April 2025 – June 2025

- Designed end-to-end Author and Reader Dashboards for HalalReads, including onboarding flows, book uploads, subscriptions, reviews, and reader libraries.
- Created mobile and desktop-friendly wireframes in Figma, prioritizing accessibility, clear hierarchy, and values-aligned UX.
- Integrated ThriveCart payments, dynamic review prompts, and a multi-metric “Halal Values & Sensitivity” rating system.
- Delivered dev-ready handoffs and collaborated closely with stakeholders to align branding, content, and user goals.
- Applied UX best practices across registration, content submission, and content discovery—enhancing engagement for Muslim authors and readers.

### Outlier AI, Remote — AI Writing Evaluator

December 2024 – Present

- Assessing AI-generated text for accuracy, clarity, and relevance, providing detailed feedback to enhance performance and user experience.
- Designing and iterating prompts to improve AI functionality, ensuring outputs meet user needs and expectations.
- Researching and fact-checking to maintain high-quality, user-centered content.
- Identifying and resolving inconsistencies in text, contributing to more coherent and user-friendly interactions.

### Grand Avenue Pharmacy, Remote — Telemarketer

October 2022 – May 2023







- Marketed at-home COVID-19 tests to patients, boosting adoption & company sales.
- Maintained accurate client data and provided up-to-date health information.

### Brazos Valley Council on Alcohol and Substance Abuse, Bryan, TX — Intern

January 2022 – May 2022

- Led health education classes and designed client-facing handouts and pamphlets.
- Organized client documentation to support treatment and discharge planning.

## CONTACT

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-  [Portfolio Website](#)
-  [behance.net/leoniealmeida](https://www.behance.net/leoniealmeida)
-  [github.com/leonielaalmeida](https://github.com/leonielaalmeida)

## SKILLS

- User Interface Design
- User Research & Psychology
- Frontend Development
- AI Content Evaluation
- Prompt Engineering
- AI Fact Checking
- Usability Testing
- Wireframing, Prototyping & Mockups
- Photography

## TOOLS

- Figma
- HTML CSS, Javascript
- Open AI (ChatGPT, Playground)
- Google Gemini
- Microsoft Copilot
- Outlier AI
- Adobe Illustrator
- Adobe Photoshop

## EDUCATION

**CareerFoundry** | Online — Certification in User-Interface Design and Frontend Development

- Intensive 1000+ hours of training with industry-leading mentors and hands-on application of design processes, tools & software (e.g., Figma).
- Mastered user-research, user-testing, wireframing, user flows, prototyping, and mockups.

**Texas A&M University** | College Station — BS in Community Health with a minor in Psychology

- Graduated Cum Laude.