

# LARISSA ARNOLD

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[LinkedIn Link](#) | EU Citizen | [Portfolio Link](#)

## UX/UI DESIGNER

UX Designer, with a background in content strategy, qualitative analysis, and digital product development. Combining a mixed background in Nutrition with experience in sales, social media marketing, and customer-facing roles, I bring a unique behavioural and analytical perspective to understanding user needs. Currently working part-time as UX Designer and Content Moderator (full-time), leading research-driven design initiatives and continuously upskilling in advanced UX Research methodologies and AI for Design. Highly motivated, detail-oriented, creative, and passionate about discovering insights that create user-centred digital experiences.

**Tools:** Figma | Miro | Google Analytics | Microsoft Office | SemRush | ChatGpt

**Skills:** User-centred Design | Search engine optimization (SEO) | UX research | User Research and Analysis | Competitive benchmarking | Personas | Wireframing & Prototyping | Information Architecture | User Flow | HTML | CSS Usability Testing | Market Research | A/B testing | Creative & Analytical Skills | UX Design | Analytics | Agile Methodologies

## PROFESSIONAL EXPERIENCE

**User Experience Designer & Content Strategist (Part-time/Contractor) | OAK Projects Ireland | Dublin, Ireland | May 2024 - Present**

- Led end-to-end UX/UI Design in the development of the company's website from scratch to its final design. Planning and executing qualitative and quantitative studies including user interviews, usability testing, surveys, competitor benchmarking, field studies, and diary-style feedback collection.
- Created user personas, journey maps from scratch to inform product strategy and guide cross-functional decision-making.
- Collaborated with stakeholders to define goals, ensuring alignment with business needs and product priorities.
- Synthesized complex behavioural and data into clear, actionable insights and recommendations, directly influencing product direction and design decisions.
- Worked side-by-side with a front-end developer to translate research findings into scalable, user-centric solutions throughout the product lifecycle.
- Designed and executed iterative usability tests to evaluate prototypes and live features, optimising usability, accessibility, and overall product experience.
- Implemented continuous discovery practices that improved research velocity and enabled evidence-based product decisions.
- Managing the website to create engaging content (text, imagery, and video).
- Conducting research on trends and topics to develop new content ideas.
- Crafting and implementing content strategies as SEO to improve content performance.

**UX/UI Designer (Freelancer) | Dublin, Ireland | May 2022 - May 2024**

- Working on the end-to-end UX Design process from understanding client requirements, creating the briefing, conducting research, and negotiating fees, to wireframing, prototyping, testing and launching.
- Partnering with web developers to create outstanding responsive web projects and mobile apps.

- Created wireframes, prototypes, and high-fidelity mockups using design tools such as Figma, and Adobe Creative Suite, to visualise and communicate design concepts to clients.
- Conducted usability testing and heuristic evaluations of redesigned websites to ensure user satisfaction, engagement, and conversion rates, providing clients with ongoing support and maintenance as needed.
- Following design thinking and user-centric design principles to ensure quality results and a great user experience.

#### **Content Moderator (Full time) |Accenture | Dublin, Ireland | Feb 2022- Present**

- Reviewed global user-generated content to ensure full compliance with client platform policies, community guidelines, and Trust & Safety standards.
- Assessed and escalated sensitive, harmful, or policy-violating content (including violence, hate speech, adult content, misinformation, etc.) with high accuracy and discretion.
- Analyzed and verified legal documents and provided support aligned with regional regulations and jurisdiction-specific requirements.
- Maintained high productivity and quality scores while working in a fast-paced, high-volume environment with strict SLAs and KPIs.
- Reviewed and validated complex content scenarios involving AI-generated images, deepfakes, synthetic text, and manipulated media, ensuring accuracy and safe use.
- Utilized ticketing platforms (e.g., Zendesk, Salesforce, internal tools) to respond to inquiries, document cases, and provide customer support.
- Applied critical thinking and risk assessment for complex moderation cases, ensuring consistent decision-making across global markets.
- Ensured content compliance with GDPR, global privacy regulations, and data protection policies across multiple EU jurisdictions.
- Reviewed and validated cases involving copyright, intellectual property rights, and unauthorized use of images, text, and AI-generated media.
- Assessed reports of defamation, impersonation, identity misuse, and reputational harm, applying platform policies and relevant legal frameworks.
- Conducted moderation aligned with EU Digital Services Act (DSA) principles and other international regulatory requirements.
- Identified potential criminal-code violations across various jurisdictions and escalated high-risk cases following Trust & Safety protocols.

#### **Content Creator | Design Relax | Dublin, Ireland | August 2023- November 2023 | Volunteer**

- Creating and publishing engaging and informative content on UX design, UX writing, and UX research for a variety of platforms, including Website, LinkedIn, Instagram and Facebook.
- Managing the website to create engaging content (text, imagery, and video).
- Conducting research on UX trends and topics to develop new content ideas.
- Collaborating with other designers and writers to create cohesive and informative content.
- Crafting and implementing content strategies as SEO to improve content performance
- Tracking and analysing content performance to identify areas for improvement

#### **Sales & Social Media Executive| SNC Salvador - Certo Saúde| Bahia, Brazil | Jul 2020- Aug 2021 (National Health, Wellness & Fitness shop Brand)**

- **Created compelling content for social media and website** in order to increase sales and engagement, driving a 30% rise in engagement.
- Responsible for **creating and posting both imagery, video and copywriting.**
- Conducted customer satisfaction research through WhatsApp contact, resulting in a 20% increase in customer return to the store.
- Led the team to optimise collaborative efforts, resulting in improved teamwork, enhanced productivity, and increased success in achieving sales targets.
- **Achievements:**
- *Successfully supported with their new website creation and development from scratch, conducting research, implementing new ideas and working alongside third parties to launch their website.*

- *Increased sales by 30% by creating compelling social media and website content and strategy.*

## **EDUCATION**

- **UX Design Professional Diploma** | UX Design Institute, Dublin | 2023
- **UX Tree Mentorship Program** | Dublin | Sep - Dec 2023
- **UX Design Diploma** | Google (Coursera), Online | 2022
- **Bachelor's Degree in Nutrition** | UFBA (Federal University of Bahia) | Bahia, Brazil | Jul 2013 - Feb 2022

## **ADDITIONAL INFORMATION**

**Languages:** Portuguese (Native) | English (Highly Proficiency)| German ( Professional Proficiency)