

# JUNA WESLEY

Digital Designer

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## ABOUT

Juna Wesley is an American digital designer and visual artist based in Porto, Portugal. She has over five years of diverse expertise in UI/UX, web design, and digital communication strategy.

**Portfolio:** [www.junawesley.com/design](http://www.junawesley.com/design)

**Contact:** [juna.mwesley@gmail.com](mailto:juna.mwesley@gmail.com)

## EDUCATION

### Zurich University of the Arts

Master of Fine Art, 2026  
Zurich, Switzerland

### California Institute of the Arts

UI/UX Design Specialization, 2021  
Coursera Course

### University of Porto

Bachelor of Fine Arts, 2019  
Porto, Portugal

## SKILLS

UI/UX

Web Design

Prototyping

Digital Communication

Marketing Management

Social Media Management

Branding and Identity

## TOOLS

Wix/EditorX

SquareSpace

Adobe Suite

Microsoft Tools

Figma

Resolume

Notion

## LANGUAGES

English (fluent)

Portuguese (semi-fluent)

German (learning)

## PROFESSIONAL EXPERIENCE

### aiHealth / Principal Digital Designer and Marketing Manager

Remote / 2021 - Present

Is aiHealth's principal digital designer and marketing manager, responsible for shaping the company's corporate identity through the creation of their logo, website, digital marketing materials, and web platform (aiH.Automate™).

- Led the digital marketing team in strategic planning, brand management, content development, and competitive analysis.
- Designed and developed aiHealth's fully responsive website resulting in 116% increased website traffic and 50% increased lead conversions.
- Designed marketing materials: social media posts, one pagers, case studies, letterhead, and slide decks.
- Designed UI for AI/ML-powered platform for aiHealth: conducted UX research, created wireframes, prototypes, and high-fidelity mockups, collaborated with developers for implementation, helped launch MVP, and oversaw continuous improvement. The platform is now serving over 200 clients in daily operations.

### SRG Software / UI-UX Designer, Web Designer

Remote / 2019 - 2023

Served as a dedicated UI/UX designer for selected development projects within the healthcare space. Additionally, designed and developed SRG's company website and managed their brand identity.

- Collaborated with SRG's development team to conceptualize and craft the user interface for a dashboard within an emergency telehealth stroke solution and conducted quality assurance after launch.
- Worked closely with the client partner to design a venous disease management mobile and web application. Took the project from the ideation phase, drafted low and high fidelity mockups for review, organized information architecture, created interactive prototypes, helped launch MVP, and conducted maintenance.
- Designed high-fidelity mockups and prototypes for proof-of-concept projects, including a remote patient monitoring mobile application and a versatile mobile and web application for secure document storage.

### Fraendi / Graphic Designer

Remote / 2022 - 2023

Worked as Fraendi's principal designer, managing and creating all digital communication materials such as: social media posts, event flyers, one pagers, workshop guides, and notion web-pages.

### The CADRA Project / Web Designer

Remote / Nov. - Dec. 2022

Collaborated with the UPPERTREE software development team to create and develop the website and identity for an Erasmus+ project researching Cognitive Adult Development.