
Rita Fonseca

Software Engineer Freelancer

Shaping your *websites*, *processes* and *reports*
into tools that truly reflect *who you are*





About Me

Hi, I'm Rita! A Software Engineer Freelancer based in Évora, Portugal.

In 2023 I finished my master's in Software Engineering, and currently I have **+3 years of professional experience** in **data analysis, process automation, technical documentation** and **contact with clients**.

I work directly with small and medium business owners to help them find **practical solutions** that **sharpen their digital experience** in their day-to-day work, and that feel **as deliberate and human as the work they support**.

I don't build tools that simply get the job done,
I build tools that don't just fit your business – they help you create value.



How I Can Help Support Your Business

Web Development

- Build a **new website** that clearly reflects your business to future clients
- Refresh / maintain your website to **keep it up to date** with your business
- Help with **SEO** and **DNS** configurations

Data Analysis and Reporting

- Turn your **numbers** into something you can use
- Help **define KPIs** that help you improve your business
- Turn long spreadsheets into a **simple dashboard** with the answers you need at a simple glance
- Support for both **Power BI** and **Excel** Reporting

Technical Writing

- **Clear documentation** about your **tools**
- Document **processes** and **methodologies** used
- Document **requirements** for both stakeholders and developers



Web Development

- Build **new websites** on **Wix Studio** or from scratch using **source code** (JavaScript, ...)
- **Custom-coded frontend solutions** to bring the website as close as possible to your vision
- **Maintain websites** and help refresh them to give them a new look and **keep them up to date** to your business as it changes with time
- **Move an existing website to a new platform** without losing content, traffic, or without causing any disruption to its service
- **Ongoing tweaks and updates after launch**, so the site keeps working for you over time
- Have a custom **mobile version** of your website
- Help you configure your **SEO** for a higher reach and more targeted traffic
- In case of a new website or a migration to a new platform, I help you configure the **DNS records**
- Work from existing mockups, even if these are only hand drawings
 - If you don't have any mockups yet, I can help shape a basic structure to get you started



Why I Choose Wix Studio

- **Fast** to build and to launch
- **Vast collection of templates** you can choose from or use as inspiration for your website
- **Frontend solutions** can easily be implemented as a workaround to some of Wix limitations
- **Easy to update** the website after launch
- **Powerful business-focused features** such as management of an online store, accept and manage bookings, send email campaigns, support payments, ...
- The platform handles the **web hosting** on its own as well as it provides **enterprise-security levels** to your website protecting it from potential threats
- **Responsive customer support** to help troubleshoot some issues
- Built-in **SEO tools** and guided setup checklists to help you improve your website and reach a bigger audience
- It has a powerful easy to use **CMS** (Content Management System) so you can easily update your website with **dynamic content** that requires frequent changes



Cicioso Website

- After a year in business, Cicioso team wanted to **refresh** their existing Wix website
- They were looking for a **design update**, a better **visual coherence** across the website pages, and create a **mobile version** of the website that didn't exist yet
- **Collaborative approach:** implemented design changes iteratively as I kept checking with the client that the new change matched the vision they were looking towards
- I focused on **modernising the design**, **maintaining consistency across all pages**, and building a **fully responsive mobile experience** from scratch.

Cicioso Website

<https://www.cicioso.com/>



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do Girado e da Rua João de Deus. Compreende uma sala muito generosa, com TV com serviço cabo; cozinha e espaço de refeições, suite principal com cama de casal, quarto secundário com beliche de duas camas, duas casas de banho completas, e um terraço fantástico na cobertura. A cozinha está totalmente equipada, com fogão, forno, máquina de lavar roupa, máquina de lavar louça, micro-ondas, máquina de café, torradeira e, naturalmente frigorífico.

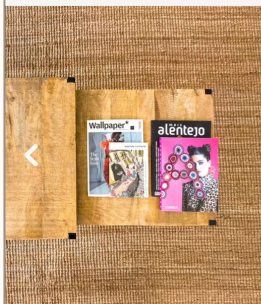
Wi-Fi está disponível. Serviço de limpeza diária disponível mediante pedido.

ÁREA CIRCUNDANTE

CICIOSO flats João de Deus 2 é um apartamento único num local histórico, perfeito para explorar a icónica cidade de Évora de forma muito confortável. Com uma centralidade fantástica no centro histórico cuja importância é há muito reconhecida pela UNESCO, vai conseguir visitar todos os principais marcos turísticos da cidade a pé.

RESERVAS

9,5
Booking





Data Analysis and Reporting

- Turn large, confusing spreadsheets into **simple, automated dashboards** that give you the information you need at a **first glance**
- Dashboards that **automatically receive your data** so that they can be used on a **day to day basis** and **save you time**
- **Data modeling** that creates relations between all relevant data, whether these are from the same source or not
- **Excel analysis and clean-up**, so that your numbers are reliable before they are reported
- **Dashboards with your KPIs up to date** and displayed in plain language so that they are easy to read and understand, removing all the complicated noise from the visuals
- Help you **identify the KPIs that matter the most to your business**
- I can be in charge of generating the reports and dashboards for you upon request



Technical Writing

- **Documentation, guides or instructions** written so your team or customers actually **read them when seeking for information**
- Turning technical **processes** into something **clear to follow and understand** as a whole
- Content that **explains**, not just describes
- Write **technical concepts in plain language** so that any stakeholder can easily read and understand them
- **Detailed requirements** of a service or projects so that developers or technical teams can easily implement them



How We'd Work Together

1. **First briefing:** we have a first meeting, with **no commitment**, so that I could get to know you, your business, and what issues you are facing at the moment or what you'd like to improve
2. **Proposal:** after the **first briefing**, I'm going to review my notes and what was discussed, and deliver a proposal for the project, an estimate of the timeline and the final quote
3. **Build:** If you accept my proposal, I'll work on the project according to the timeline delivered and provide several updates to you and / or feedback calls so that you can be on the loop of the progress I am making and to make sure that what I am working on is matching your vision
4. **Review:** By the end of the project, you'll be able to see and test the final result as well as tell me what adjustments you would like me to make
5. **Handoff:** When everything is clear and finished you can choose to have a handoff meeting where I clarify all your question about the work developed as well as choose to have a document with all the details written down about the workflow and the development of this project



Let's talk!

If you are interested in my work and think that I may be of help to you or your business,
feel free to reach out to me!

Tell me what you are working on and I'll let you know how I can help.

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