Tássia Barros

UX/UI Designer

I am a creative, committed and communicative Product Designer. My approach involves thinking deeply about the strategy behind the product, gaining a deep understanding of both business goals and user insights, in order to design products that are truly meaningful. I'm a specialist in the human-centered design process conducting the life cycle of the product, from the research phase to the implementation of the solution.

Contacts

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Skills

Product discovery
UI/UX Design
UX research
Affinity Diagramming
Customer journey mapping
Design System
Style Guide
User testing
Information architecture
Wireframing
Prototyping
UI design
Interaction design
Design sprints
Kanban, agile & scrum
Product management

Tools

Figma, Figma Tokens, Figma Plugins, Miro, Notion, Zeroheight, Jira, Github

UX/UI Designer
Deal Technologies, Nov 2021 - Ago 2023

- Worked on the creation and structuring of Deal's product engineering department, helping to develop a new area and another source of revenue for the company;
- Working closely with managers, marketing specialists, developers and even C-levels;
- Responsible for making UX decisions aimed at addressing the main pains and expectations mapped with stakeholders;
- Responsible for leading the entire product discovery process, benchmarking, exploratory research, user flows, use cases, navigation maps, prototyping, and UI;
- Responsible for creating and maintaining the Design System and Style Guides, ensuring more efficient and standardized deliveries;
- Improved an internal management system on mobile and web platforms, which was used by over 450 employees. This effort resulted in the addition of 15+ new features and a 30% increase in engagement;
- Led the end-to-end design process to rebranding a web solution that integrates data sources for portfolio management;
- Redesigned company's products using the design system; reduced bounce rates by 40% and increased leads by 15%;
- An enthusiast and responsible for monitoring the evolution of products, defining and evaluating usability and product metrics, as well as promoting and conducting user tests.

UX/UI Designer
Tradeback, Consulting by Deal Technologies, Jan 2022 – May 2022

- Worked with product managers to validate design hypothesis by conducting interviews and usability sessions;
- Worked with creation of low and high fidelity mobile prototypes using creative methodologies such as Design Sprint 2.0;
- Did user testing sessions to gather feedback, validate product features and brand perception;
- Outcome: An MVP of a B2B cashback application and design artifacts such as empathy maps, value proposition canvases, personas and service blueprints.

Frontend & SharePoint Developer
Avanade, Feb 2021 – Aug 2021

- I identified and mapped the permission structure of client sites and subsites. As a result, I structured a new way of managing permissions through the creation of groups, ensuring more data security for all parties involved;
- I supported the creation of the vaccines section on the client's website, following the guidelines of the design team, using HTML, CSS, Javascript, Jquery and PnP Js;
- I contributed on a International Project to translate many Webparts (kind of components at Microsoft SharePoint structure) originally in english to Portuguese and Spanish.

Education & Learning

B.S. in Computer Science
Federal Rural University of Pernambuco - UFRPE, Mar 2015 - Dec 2020

B.S. in Biomedicine
Federal University of Pernambuco - UFPE, Mar 2010 - Dec 2014

Visual Design, UX Design
Figma Course, May 2023

Service Design
alura.com, online course by Alura, Jan 2022

UX strategy: diverging and narrowing ideas
alura.com, online course by Alura, Jan 2022