Tássia Barros
Product Designer | UX/UI Designer

Transforming complex ideas into user-friendly products by blending technical insight, strategic thinking, and a passion for impactful design.

Contacts

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Languages

Portuguese, Native

English, C1

French, B1

German, B1

Skills

Research
Surveys, product discovery, interviews, competitor analysis, journey maps, storyboards.

Testing
Maze, PostHog, remote test, in-loco usability test, A/B and multivariate testing.

Tools
Figma, Figma Plugins, Miro, Excalidraw, Jira, Azure DevOps, Confluence, Trello, Zeroheight, Notion.

Prototyping
From paper prototypes to hight-fidelity tastable mockups, creating UI style guides and design systems.

Coding
Web development best-practices knowledge using HTML 5, CSS 3, Js, bootstrap, React.

Behavioral
Empathic, collaborative, adaptive, inquisitive, communicative and organized.

Experience

Product Designer
Agendor, São Paulo - Brazil (Remote) | Nov 2024 - present

- Designing strategies and user experiences to integrate CRM with a chat solution, **targeting churn reduction**.
- Leading discovery and prototyping efforts, aligning the solution with user needs and business goals.
- Conducting user testing and data analysis to **refine features** and **improve adoption**.
- Collaborating across teams to deliver a **cohesive product strategy**, driving measurable **retention improvements**.

Product Designer Consultant
Freelancer, Berlin - Germany | Sep 2023 - present

- Engaged with clients to understand problems, define strategies, and conduct **market analysis** and **product discovery**.
- Led **user interviews and testing** to gather insights, validate hypotheses, and refine solutions.
- Created **user flows**, **prototyped**, and implemented new features to address validated needs and improve user experience.

UX/UI Designer Consultant
Tradeback, via Deal Technologies, São Paulo - Brazil | Jan 2022 – May 2022

- Collaborated with a multidisciplinary team to validate design hypotheses through product discovery and user research, leveraging industry best practices to guide design decisions.
- Conducted **usability tests** and **feedback sessions**, engaging all stakeholders across the supply chain.
- Defined **user journeys** and developed **service blueprints** to shape the app structure.
- Outcome: Delivered an **MVP for a B2B cashback application**, along with design artifacts including value proposition canvases, service blueprints, and interactive prototypes.

Product Designer
Deal Technologies, São Paulo - Brazil | Nov 2021 - Ago 2023

- Helped set up the Product Engineering Department, **boosting company revenue**.
- Collaborated with the market analysis team on **3 discovery processes** to develop case studies and **business plans** for new products.
- Delivered **5 projects from concept to execution**, adapting the design process to needs, mitigating errors, and facilitating communication between stakeholders and the team by clarifying doubts and proposing solutions.
- Designed user experiences that **increased engagement by 30%** in the portfolio management product and **boosted satisfaction by 15%** in the internal HR platform.
- Applied design thinking, user interviews, testing, and feedback loops to create effective, user-centered solutions.
- Developed and structured the **spaceDeal Design System**, improving design efficiency.
- Ensured **visual cohesion** and high-quality deliveries by conducting design quality assurance throughout the development cycle.

UX Developer

Avanade, Recife - Brazil | Jan 2021 – Nov 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.

AI Research Scientist

AiBox Lab, Recife - Brazil | Sep 2019 – Feb 2021

- Built bioinformatics skills an **AI research group** linked to UFRPE, focused on solving real biological and industrial problems.
- Conducted research using **predictive AI** to address incomplete kernels in bipartite networks for predicting biological interactions, forming the basis of my thesis.
- Applied **data analysis** to real-world biological and industrial problems, leveraging technology to create practical, AI-driven solutions.

Intern Data Software Engineer

Neurotech, Recife - Brazil | Ago 2016 – Ago 2017

- Developed **anti-fraud facial biometric solutions** in Neurotech's Innovation department, enabling clients to identify fraud efficiently, **save significant costs**, and **reduce legal disputes**.
- Used AWS services (EC2, RDS, S3) to ensure the scalability and reliability of the solution, allowing it to handle large data volumes effectively.
- Applied **deep learning** and **neural networks** to enhance the accuracy and reliability of facial recognition systems, providing clients with **highly effective security measures**.

Education & Volunteer Experiences

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

Volunteer UX/UI Teacher - Digital Women Program

ReDI School, Berlin – Germany | Jul 2024 – Present

Teaching Assistant - Software Development Course

UFRPE, Recife – Brazil | Ago 2019 – Dec 2020

Teaching Assistant - Artificial Intelligence Course

UFRPE, Recife – Brazil | Ago 2018 – Jul 2019