

# Beatriz Marques

LQA Tester | UX Designer

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## SUMMARY

Results-driven UX Designer with 7+ years of experience in product development from concept to launch, with expertise in LQA testing. Proven track record of delivering high-quality, user-centered designs. Skilled in:

- \* Error detection and reporting: Identifying and reporting bugs, linguistic errors, and usability issues in video games and software.
- \* Cross-cultural testing: Conducting cultural and linguistic testing, ensuring content accuracy and relevance across multiple languages.
- \* Collaborative problem-solving: Working closely with teams to resolve issues and implement solutions.
- \* Attention to detail: Conducting thorough testing, proofreading, and quality assurance to ensure products meet high standards. Strong communication skills and ability to work collaboratively to deliver excellent results. Proficient in bug-tracking databases and quality assurance processes.

## EXPERIENCES

### LQA Tester

**Moonton Games - Singapore | 01/2024 - Current | Contract (remote)**

Moonton is one of the largest Asian video game developers and publishers, and it is owned by the Nuverse subsidiary of ByteDance (TikTok).

- Finding translation, contextual, cultural, and other linguistic errors in video games texts.
- Transparently reporting bugs and errors in a bug-tracking database app.
- Providing resolutions for errors reported to improve the linguistic and translated content.
- Providing suggestions and solutions for usability issues encountered in the game.
- Following and respecting terminology guidelines.
- Cross-checking issues between different languages during Picture/VOD test.
- Proofreading of localized games (Language Quality Assurance) from English to Brazilian Portuguese.

### SENIOR UX DESIGNER

**Americanas S.A. - Brazil | 02/2021 - 08/2023 | full-time**

Americanas S.A. (formerly known as B2W Digital) is one of Latin America's largest online retail companies. They merged

Americanas.com, Submarino.com, Shoptime.com and Lojas Americanas.

- Designed the supply chain system from end to end that induced 30% economy with the supply dealers.
- Worked with and contributed to the Design System using Figma and Storybook.
- Defined and created UX concepts based on an understanding of the business requirements and end-user needs through research.
- Articulated my vision, strategy and design to cross-functional teams and executive stakeholders.

## TOOLS

SmartCAT, Lark, Feishu, Figma, Zeplin, Miro, Notion, Useberry, Hotjar, Trello, Canva, Corel Draw, Adobe Photoshop, Illustrator, Premiere and Effects, Capcut, Jira, Google Analytics, HTML, CSS, Git, Unity 3D and Blender.

## EDUCATION

### Associate in Internet Systems

FATEC - Faculdade de Tecnologia da Baixada Santista - Brazil, 2017

### Certificate in IT

Queensland University of Technology - Australia, 2016

### Bachelor of Social Communication

Universidade Católica de Santos - Brazil, 2002

## CERTIFICATION / TRAINING

### UX RESEARCH

Mergo, 2023

### EMOTIONAL DESIGN

Mergo, 2023

### DESIGN FOR A BETTER WORLD, WITH DON NORMAN

Interaction Design Foundation (IxDF) 2023

### BEHAVIORAL DESIGN

Bias Academy, 2022

### DIGITAL ACCESSIBILITY

Talita Pagani - Accessibility Specialist at Google - Mergo UX, 2022

### DESIGN CIRCUIT

Apparicio Junior - 2020

### AGILE MEETS DESIGN THINKING

University of Virginia via Coursera, 2019

- Produced reports, wireframes, information architecture and interactive prototypes.
- Presented ideas to partners and company executives, defended design decisions and incorporated feedback into the design cycle.
- Conducted usability testing, incorporating testing best practices.
- Created an A11y to discuss and report accessibility issues in other company sectors.
- Applied accessibility requirements for design, including the WCAG guidelines and public sector design guidelines.

## PREVIOUS EXPERIENCES

- **UI/UX DESIGNER** - 11/2018 - 02/2021  
Stefanini - Brazil | full-time
- **UI/UX DESIGNER** - 08/2015 - 01/2016  
Antar Qld - Brisbane, Australia | internship
- **COMMUNITY MANAGER** - 11/2017 - 11/2018  
Gimmer - London, UK | remote
- **DESIGN DIRECTOR** - 02/2002 - 09/2014  
Sinprafarmas - Santos, Brazil | part-time
- **DESIGNER** - 11/2004 - 11/2010  
Grafica Araujo - Santos, Brazil | part-time

## REFERENCES

- Upon request

## DESIGN MENTORING

- ADPLIST, 2021 - Current
- Recognized as top 10 LATAM Mentors 2022
  - Recognized as a Top 1% globally Mentor for four months.
  - Recognized as one of the 50 Biggest Mentor Advocates from ADPList Summer 2023
- <https://adplist.org/mentors/beatriz-marques>

## LANGUAGES

**Portuguese:** Native  
**English:** Proficient