Digital Product Designer

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Profile

User-centered and results-driven Product Designer with 8 years of experience, passionate about crafting intuitive solutions that enhance user experiences. Specialized in design systems to streamline processes, ensure consistency, and deliver high-quality outcomes. Skilled in usability research, data analysis, and stakeholder collaboration. Below are my two most recent experiences:

Education

MBA in Agile Project Management
IDAAM
2017 - 2019

Bachelor's Degree in Digital Design
FUCAPI
2015 - 2017

Skills

- UI/UX Design
- Agile & Organized
- Team Collaboration
- Creative & Proactive
- Strong Communication
- Leadership
- Design Systems
- Design Software Expertise
- Documentation & Design Ops
- Front-end Languages
(Basic Understanding)
- Data Analysis
- Usability Testing

Languages

- Native Portuguese
- Italian (C1)
- English (B1)

Work Experience

Product Designer - Bemol (Brazil)
June 2022 – Present

Working for three years on the development of the app and website for the largest retailer in Northern Brazil, focusing on the restructuring of the user profile, e-commerce purchase journey, and the creation of a web-based Seller Center platform to streamline integration for brands selling on our e-commerce. Additionally, I developed a design system from scratch for multiple platforms, ensuring consistency and efficiency in internal processes. Every decision was data-driven, leveraging insights from UXCam and validating improvements through usability tests on Useberry, ensuring an optimized user experience. All of this was achieved through close collaboration with engineers, the product team, and stakeholders.

Product Designer - SAMSUNG (International)
October 2021 – June 2022

Developed an online training system for both app and website platforms, designed for two user profiles: factory employees, who complete mandatory annual training via mobile, and the Human Resources team, responsible for managing and registering training programs. Additionally, contributed to the OneUI design system for augmented reality, detailing component behavior and configuration in Unity, ensuring consistency and usability in immersive experiences.

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