

Alice Oliveira

Product Design Leadership

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▸ Professional Summary

A seasoned Design Manager with over 18 years of industry experience. Renowned for her leadership in guiding design teams towards the creation of user-centric solutions that align seamlessly with strategic business goals. Have expertise that encompasses visual arts, design, and branding. Exceptionally skilled in steering teams to achieve success in product design, integrating design creativity with strategic business objectives. Notable work, in fintech startups and large-scale projects, demonstrated her exceptional ability to merge artistic vision with practical business needs.

▸ Professional Experience

Senior UX Designer & Design Strategist **FlourishFi** **August 2022 – Present**

FlourishFi is an institution's customer engagement and financial wellness platform to enhance member engagement, drive deposit growth, and increase revenue.

- Strategically led the design of SaaS B2b2c product
- Played a pivotal role in crafting and implementing product design strategies, aligning them with user demands and overarching business objectives.
- Championed the design and strategic direction of two major initiatives supported by the Mastercard Impact Fund, enhancing relationship and user experience.
- Fostered a collaborative team environment deeply rooted in the company's vision and values, fostering a culture of innovation and excellence.
- Advocated for user-centric design approaches across products and services, effectively influencing cross-functional team dynamics.
- Actively engaged in the industry as a speaker, contributing insights and advancements.

UX Design Manager
Nubank
April 2021 to May 2022

Nubank is the largest fintech bank in Latin America, with over 90 million customers.

- Integrated Easynvest's design team into the new context and company. Responsible for a group of 25 designers.
- Led the strategic NuInvest rebranding project, aligning two brands within a short deadline into a cohesive, user-focused platform before Nubank's IPO.
- Utilized research methodologies for effective design solutions.
- Drove team performance in creative product marketing, enhancing user engagement in investment products.
- Expertly implemented Agile methodologies in project management and team workflows

Design Lead,
Easynvest (Before M&A)
Jan 2020 to April 2021

Easynvest was the leading digital investment platform in Brazil at that moment time. with 1,5 million customers

- Managed and expanded a team of 15+ designers, recruiting and onboarding new talent.
- Developed design processes and tools, boosting the team's efficiency and impact.

Design & Creation Executive Manager
Associação Nova Escola, Lemann Foundation
Jan 2016 to Dec 2019

Associação Nova Escola, supported by the Lemann Foundation, is a non-profit aiming to empower Basic Education teachers in Brazil, thereby enhancing student learning and development.

- Transformed a team of visual designers into UX designers, enhancing the team's skill set and output.
- Managed design processes, budget execution, and stakeholder coordination.

↳ **Other Relevant Experiences**

Art Director, Nova Escola, Fundação Victor Civita:

- Led the graphic redesign of print and digital magazines.

Art Editor, Nova Escola, Fundação Victor Civita:

- Developed marketing strategies and managed brand campaigns.

▾ Education

- Bachelor's Degree in Social Communication, Universidade Federal de Minas Gerais, Graduated with Honors, 2005
- Bachelor's Degree in Graphic Design, Universidade Estadual de Minas Gerais.
- Digital Product Leadership Bootcamp, Tera.
- Extension Courses in Innovation & Design Thinking, ESPM.

▾ Skills

- Strategic Design Management
- UI/UX Design
- Team Leadership & Development
- Branding & Visual Design
- Product Strategy & Innovation
- Agile Methodologies
- Proficient in facilitating team collaboration
- Project Management

▾ Language Proficiencies

- Portuguese: Native Speaker
- English: Fluent
- Spanish: Intermediate Level

▾ Volunteer Work

- Co.Organizadora e designer – Coletivo Educ-Ação – 2015 e 2016
- TEDxJovem@Ibira, São Paulo Co.Organizadora – 2013 e 2014
- TEDxVer-O-Peso, Belém- Co.Organizadora – 2011 e 2012

▾ Achievements:

- Prêmio Abril de Jornalismo, Prêmio de Inovação CIC ESPM
- Multiple recognitions in design and innovation.