

Beatriz Gonzales

Product Designer with 4 years of experience transforming client visions into effective software and product solutions through innovative UI design.

trabalhosgonzales@gmail.com ♦ +55 19 99657-1703 ♦ São Paulo, SP Brazil ♦ [Portfolio](#)

WORK EXPERIENCE

Avanade Brasil

March. 2021 – Present

Senior Analyst UX/UI Design | Dec 2021 – Present

Remote

- Avanade is a provider of consulting services for industries across the Microsoft ecosystem. ([Avanade](#))
- As a Product Designer, I translate user and stakeholder needs into visual interfaces, including web and mobile: architecture informational flows, wireframes, high-fidelity prototypes, design systems, and style guides
 - Delivered web design pages to improve user experience using Figma, helping secure contracts with major clients such as Petrobras, United Health Care, and AB InBev.
 - Applied design metrics to identify and resolve potential product issues early in the design phase, decreasing the registration time of a project by 30%.
- Work with project managers, developers, and marketing teams to align design solutions in workshops. Defined and prioritized a product backlog of over 40 functionalities in 5 days.
- Conduct user interviews to understand product needs and usability testing to gather and analyze data.

Analyst UX/UI Design | March, 2021 – Dec, 2021

- Prior to my promotion to Senior Analyst, I upgraded style guides to meet component standards like Typography, Color Theory, and Visual Hierarchy, aligned with the client's brand aesthetics.
- Collaborated with senior designers to create prototypes for products, ranging from low-fidelity to high-fidelity.
- Contributed to Design Thinking workshops to define product design directions.

Lacrei Saúde

Jan. 2021 – March. 2021

Junior UI Design

Remote

- Collaborated with senior designers to enhance mobile flows and screens, and helped craft the visual identity of [Lacrei Saúde](#), addressing audience and gender diversity.

EDUCATION

Impacta Tecnologia

Nov, 2022

MBA

Online

PUC Campinas

Dec, 2018

Bachelor's degree

Campinas, Brazil

- Exchange Student in Architecture and Design at the University of Arkansas for 1,5 years.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Connected Leadership, Yale University, 2024; • Strategic Design, PunkMetrics, 2024; • Conversational UX for interfaces, Avanade, 2023; • Service Design, Avanade, 2021; • PL 900, Microsoft, 2021;
- **Skills:** Figma (5+ years), Adobe XD (4+ years), Adobe Creative Suite (10 years), Mural (4+ years), Copilot and Chat GPT (1 year), User Research & Usability Testing, Agile Methodology, Prototyping, Wireframing, Design Systems & Guidelines, Accessibility & Inclusive Design.
- **Interests:** road trips; cats; web3; AI.