

## Contact

11932035224 (Mobile)  
scarlettmorganaamorim@gmail.com

www.linkedin.com/in/  
scarlettmorganaamorim (LinkedIn)  
uxerdesigners.com/ (Portfolio)

## Top Skills

Gestão  
Atividades de integração de equipe  
Visão estratégica

## Languages

Inglês (Full Professional)  
Português (Native or Bilingual)  
Espanhol (Native or Bilingual)

## Certifications

White Belt em Lean Six-Sigma  
Produtividade e Gestão do Tempo  
Project Management  
Comunicação e Oratória  
Introdução ao Agile Scrum

# Scarlett Morgana Amorim #

Head of Design | Sr. Design Manager | Building great digital products  
São Paulo, São Paulo, Brazil

## Summary

I have 11 years of experience in the Product and Design field, dedicated to raising the bar and fostering team maturity, all while emphasizing empathy, technical expertise, and a human-centered approach.

Passionate about my work, with a hands-on profile, my mission is to bring humanity back to business, as it is possible to center the user and align with the goals of company, I love to share knowledge, meet new people, and practice the empathy that goes far beyond what only involves the corporate world and to humanize technology. Designer Thinker in everyday life, i help people and organizations navigate their uncertain futures.

I am responsible for the strategy and design of end-to-end digital products. From the initial strategic idea of the business, converging and diverging with managers and c-levels, defending the end user side.

I'm a data-driven professional who is passionate about data analysis and UX Research. I use my analytical skills in my daily work to build high-quality products. With a keen eye on data and user experience, I am committed to creating impactful solutions that drive project success.

As a Design Manager of BizDev & Design Ops, my role is to lead and coordinate cross-functional teams to drive design excellence within the company. I'm responsible for various areas, including the development and maintenance of a consistent Design System, managing design operations, conducting UX research, and content design. My strategic work focuses on identifying and implementing relevant actions that directly impact the company's Objectives and Key Results (OKRs).

Portfólio: <http://www.scarlettmorganaux.com/>

Medium: <https://medium.com/@scarlettmorganaamorim>

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## Experience

### Robbin

Responsible of Product & Design

July 2024 - Present (8 months)

Robbin builds B2B co-branded credit cards for best-in-class brands

18x growth in 5 months

I designed and implemented the new onboarding process, as well as payment functionalities Boleto, Pix, and DDA, significantly optimizing the integration process and financial transactions. Additionally, I recruited and guided the design team, ensuring consistency and quality of the final product.

### Awari

Mentor - Product Design

June 2023 - Present (1 year 9 months)

I'm a mentor at Awari, a career development platform backed by top-tier investors such as YCombinator and the founders of Viva Real (Brian Requarth), Guia Bolso (Thiago Alvarez) and Product Hunt (Ryan Hoover). I spend a few hours per week mentoring people who are looking to take the next step in their careers. I'll usually help out by sharing knowledge, answering questions, and giving feedback or advice.

### meutudo.

Product Design Manager

December 2022 - May 2024 (1 year 6 months)

Fortaleza, Ceará, Brasil

Manager in the tribes: Growth, BizDev & Design Ops (Design System, Research and Writing)

Developing new products to expand our customer portfolio, while rigorously testing Product-Market Fit and Product-Led Growth (PLG) techniques for optimal results.

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conducting UX research, and content design. My strategic work focuses on identifying and implementing relevant actions that directly impact the company's Objectives and Key Results (OKRs).

As the BizDev Tribe Manager, we see "problems" as opportunities, structuring tangible paths in the 4 business verticals of MeuTudo's long-term roadmap: Credit, Insurance, MarketPlace, and Investments.

### Pier Seguradora

#### Design Manager

February 2022 - December 2022 (11 months)

São Paulo, Brasil

Manager in the tribes: Satisfaction & LTV and Claim.

I played a pivotal role in building the team, crafting new experiences for the Claim process with moments of peak experience and minimalist design. I also collaborated with the team to establish design principles and initiated the development of the company's first design system.

Pier are the first digital insurance company in Brazil. Pier's mission is to provide the best possible experience, always respecting each individual's needs. That's why we offer insurance without waiting periods, bureaucracy, or commitment.

### Grupo MAG

1 year 10 months

#### Head of Design

January 2021 - February 2022 (1 year 2 months)

Rio de Janeiro, Brasil

At WinSocial (MAG Seguros), I spearheaded the establishment of the entire product design and research department within the company. I led the recruitment of a diverse team of professionals to strengthen our capabilities. Additionally, I played a pivotal role in crafting and implementing OKRs (Objectives and Key Results) and organizing teams into tribes.

Orchestrating different product designers within Algorithms, Underwriting, Phygital, Conversion and Retention squads.

I play the strategic role of aligning the product roadmap with the consumer / market need, through it, creating balanced and elegant product solutions amid restrictions in the technical structure of the product.

Leading creative and engaging experiences that strike a balance between consumer intent and business needs.

#### Principal Designer & Strategy Lead

May 2020 - February 2021 (10 months)

WinSocial (early stage) is a digital research and innovation platform specializing in social inclusion and promoting healthy attitudes through technology. For those who are not yet familiar with our company's purpose, our primary goal since 2018 has been to provide an affordable and personalized life insurance option for those who prioritize their health, regardless of their chronic health condition, demonstrating that it's possible to have a quality life while keeping your family secure at the same time.

#### McKinsey & Company

##### Strategist Product Designer

January 2020 - May 2020 (5 months)

Buenos Aires, Argentina

Working with clients in Latin America, I had a holistic view and understanding of the mission, vision and values of a company or product.

In the project I supported the design team, with insights, research of best practices, survey of important data for the project, benchmarks, and review of deliverables. Consistency of UI.

I dealt with clients from different countries, such as: Argentina, Mexico, Chile, Colombia, Spain, and other Spanish speakers.

\*Project interrupted due to the pandemic

#### Superare

1 year 1 month

##### UX Mentor

March 2019 - February 2020 (1 year)

São Paulo, Brasil

Focusing on user experience (UX) means to put the user at the center of your research, design and product creation. Our mentors for UX, Design & User

Research can advise on user centered research, design systems, UX and innovation methods like Design Thinking or Growth Hacking.

- Mentoring of squads formed by UX and UI Designers.
- Team Builder (Also performing the Recruiter part with formulation and sending tests, feedback to candidates and managers)
- Hands-on
- Agile methodologies used: Kanban and Scrum

### Lead & Senior Product Designer

February 2019 - February 2020 (1 year 1 month)

São Paulo, Brasil

UX Design Lead at Squad of experiences in the NET and Claro cross project, conducting user surveys, wireframes, interviews with stakeholders, card sortings, with agile methodology (Scrum and Kanban) structured in Trello, creation of the token and component library (design system) of new Claro Brasil website made in Figma for collaborative work and in real time.

- Mentoring of UX | UI designers squads.
- Team Builder
- Hands-on

With projects for clients: Claro, NET, Embratel, KondZilla, Arcor, Atento, Aymoré, Cimed and among others.

### Cfcare

#### Design Lead

November 2018 - February 2019 (4 months)

Rio de Janeiro, Brasil

Team management and interface development of Applications and Websites. Construction of information flows / architectures, low-fidelity wireframes and final prototyping of interfaces for application and website with a focus on B2C and internal portal for B2B customers. Implementation of usability tests and analyzes using Hotjar. With Scrum methodology.

### Solida Versicherungen AG

#### Design Lead

April 2017 - February 2019 (1 year 11 months)

São Paulo y alrededores, Brasil

SOLIDA has been operating throughout Switzerland since 1983, with its headquarters in Zurich-Altstetten and an office in Lausanne.

My challenge was to build the design area, form the team, and help with strategic alignments as a whole.

Project and business coordinator, helped in the construction of:

- Interface design for app, desktop and mobile website;
- Interface design for various administrative systems, such as customer service, finance and sales management;
- Study and elaboration of navigation flowcharts;
- Analysis and monitoring of usability reports and navigation metrics to support hypotheses or monitor impacts of a new implementation;
- Presentation and defense of proposals for new development initiatives;
- Monitoring the deployment and development of initiatives with the team of developers;

## Uxer Design (UXD)

### Senior UX Designer

April 2015 - October 2018 (3 years 7 months)

Buenos Aires, Argentina

Questioning and generating solutions.

Understanding the context of the end customer.

Flow creation and architecture.

Prototyping of Web and Mobile solutions.

Applying surveys with potential customers and creating validations for business decisions.

## Gilbarco Veeder-Root Latin America

### UX Analyst

January 2014 - April 2017 (3 years 4 months)

Buenos Aires (provincia), Argentina

Spanish and Portuguese.

SaaS B2B2B model.

Troubleshooting UX problems, identifying errors.

## Banco do Brasil

### Account Management Assistant

April 2012 - April 2013 (1 year 1 month)

Brasília, Distrito Federal, Brasil

Responsible for commercialization of products and services of Banco do Brasil, customer service, contact with customers, provision of information

to customers and users, drafting of correspondence in general, conference reports and documents , statistical controls, updating / maintenance of data in computerized systems.

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## Education

### UNINASSAU

Bachelor of Arts - BA, Service Design · (2020 - 2022)

### Universidade Anhembi Morumbi

Bachelor's , Graphic design · (2018 - 2021)