

Beatriz Tomazelli

UX/UI Designer | Design System Specialist

E-mail: beatriz.tomazellioliveira@gmail.com

LinkedIn: [Beatriz Tomazelli](#)

Professional Summary

UX/UI Designer specialized in Design Systems, crafting simple, scalable, and consistent digital experiences. Passionate about bridging the gap between user needs and business goals through strategic design thinking and meticulous attention to detail. Experience spanning fintech, e-commerce, and tech platforms with a focus on accessibility and design system governance.

Professional Experience

Dex | UX/UI Designer

Jan 2025 – Present

- Led complete platform redesign, building a new Design System from the ground up with established patterns and consistency standards
- Created scalable foundation enabling efficient design of new user journeys and features across the platform
- Established design guidelines and component library for cross-functional team collaboration

Skills: Design Systems, Platform Design, Web Design, Figma

C&A | UX/UI Designer & Design System Lead

May 2022 – June 2024

- Led Design System maintenance and served as one of the lead designers for the company's new app and website redesign
- Created and documented new components while developing comprehensive illustration guidelines
- Conducted accessibility audits for web and mobile platforms ensuring WCAG compliance
- Designed key app features including Notification Center, Free Shipping experience, and product Showcase

Skills: Design Systems, Accessibility, WCAG, E-commerce, Product Design, Figma

Santander | UX/UI Designer

June 2021 – May 2022

- Collaborated with Santander's global team to design and document new components for the design system
- Led creation and adaptation of app illustrations for the Brazilian market
- Developed characters and scenarios that resonated with local audiences

Skills: Design Systems, Illustration, Global Collaboration, Figma

Itaú | UX Designer (Intern)

Oct 2018 – June 2021

- Started UX career in the UX Engineering squad, managing UI Kits for Cards, Rede, and Corporate Banking teams
- Contributed to documentation efforts and early development of the company's Design System
- Transitioned to Digital Client Acquisition team, designing end-to-end journeys for Microcredit and Loan products targeting non-account holders

Skills: Design Systems, Banking, User Journeys, Figma

Education

Bachelor's Degree in Marketing

Universidade de São Paulo (USP)

São Paulo, Brazil

Skills

Design Tools: Figma, Sketch, Adobe Creative Suite

Specializations: Design Systems, Accessibility (WCAG), User Research, Prototyping

Technical: HTML/CSS basics, Design Tokens, Component Documentation

Soft Skills: Cross-functional Collaboration, Design Thinking, User-Centered Design, Strategic Planning

Languages

- Portuguese (Native)
- English (Fluent)