Flora Aimê Barbosa Brandão de Sousa

24 years old · João Pessoa - Paraíba

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OBJECTIVE

- A Mid-level Product Designer (UX/UI) role focused on creating innovative and user-centered digital products.

PROFESSIONAL SUMMARY

Product Designer (UX/UI) with solid experience in the ideation and optimization of user experiences for digital products. Specialist in the entire design lifecycle, from research and ideation to prototyping, usability testing, and the implementation of Design Systems. Proven ability to translate quantitative and qualitative data into intuitive and functional interfaces, collaborating effectively with development and product teams to deliver solutions that align user needs with business objectives.

EDUCATION

- **Graphic Design**, Unipê (Jan 2019 - Jan 2023), João Pessoa - PB

PROFESSIONAL EXPERIENCE

Smartpace by Digivox

- Product Designer (UX/UI) - Mar 2024 - Present, Hybrid
  - Led the development and continuous optimization of the user experience for digital products.
  - Conducted strategic analysis and proposed UI/UX improvements based on usage data and user feedback.
  - Created responsive and intuitive interfaces (mobile, desktop, tablet), ensuring consistency and usability.
  - Managed and evolved the company's Design System, promoting scalability and development efficiency.
  - Defined and validated user flows and customer journeys through prototyping and A/B testing.
  - Prepared detailed documentation and developer handoffs, ensuring high-fidelity implementation.

Precision Data

- UX/UI Designer - Apr 2023 - Feb 2024, Remote
  - Focused on enhancing the user experience, resulting in increased engagement and satisfaction.
  - Analyzed metrics and feedback to identify friction points and propose effective design solutions.
  - Developed high-fidelity prototypes and intuitive interfaces aligned with UI best practices.
  - Conducted user research, including interviews, A/B testing, and heat map analysis, to validate design hypotheses.
  - Played a key role in implementing and maintaining the Design System, standardizing components and accelerating the design process.

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- UI Designer - Freelancer - Nov 2022 - Mar 2023, Remote
  - Applied design best practices to create responsive and visually appealing interfaces.
  - Collaborated directly with stakeholders and developers to create interfaces for digital products.
  - Developed interactive prototypes for mobile and desktop to validate concepts and navigation flows.
  - Designed efficient user flows and intuitive interfaces, optimizing the user journey within applications.

SKILLS

- **Design & Prototyping:** Figma, Adobe XD, Whimsical
- **Research & Testing:** Maze, Miro, Mural
- **Management & Collaboration:** Jira, Trello, Notion, Slack, Aha!
- **Methodologies:** Design Thinking, Design Sprint, A/B Testing, User Research, Design Systems.

LANGUAGES

- Portuguese - Native
- English - Intermediate