

ISABELE VALTER

Product Designer | UX/UI Designer

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SUMMARY

Product Designer with 2 years of experience in Figma, Design Systems, and User Research. Ability to conduct user/product discovery, translate insights into delightful UI/UX designs, and collaborate effectively across different teams. Expertise in content design, communication strategies, and information architecture. Also interested in: sustainable and system thinking approaches to design projects.

PROFESSIONAL EXPERIENCE

UI and Product Designer

Renault Group, Curitiba, BR – Remote

Aug/2022 to Present

Core Responsibilities:

Renault Latam E-commerce:

- Design of user flows, wireframes, and UI for mobile and desktop features using Figma.
- Conducting user research, interviews, and discovery activities to understand user and stakeholder needs. Also leverage data from analytics, testing, and customer support to inform design decisions.
- Facilitation of design handoffs and ensured alignment across multiple technical stakeholders.
- **Highlights:** Launch of the first car e-commerce platform for Mexico and Colombia. Contributed to update a new visual identity for Brazil and Argentina. Developed the Renault Kardian pre-sales platform.

Renault Latam Design System

- Helped to develop and implement the design system, ensuring design consistency and efficiency across regional projects.
- Contributed to the documentation and its maintenance, facilitating its integration into the Desyre Design System (Renault Group's multi-brand design system);
- Supported a Proof of Concept (PoC) for ZeroHeight documentation to smoother handoffs across multiple stakeholders from the company.

Global Design Ops

- Crafted playbooks based on content design strategies to improve user engagement and information accessibility across digital platforms.
- Contributed to the chapter of successful implementation of Figma as the company's main design tool.

Internal Supply Chain Project (ongoing)

- In pair, conducted product discovery and strategy, ensuring the final product aligns with user needs.

Key Technologies, Skills & Tools: Figma | Design System | Hotjar | Product Discovery | User Interface Design | Design Handoff | Team Work and Collaboration

Internal Communication Internship for LatAm Production Engineer

Renault Group, Curitiba, BR – Hybrid

May/2021 to Aug/2022

Core Responsibilities:

- Enhanced communication and engagement within a LATAM team by leading the creation of newsletters, campaigns, internal events, and activities.
- Leveraged data-driven insights and feedback from participation and readership metrics, as well as interviews, to tailor communication strategies and materials effectively.
- Played a crucial role in facilitating communication for 400 HC during the Covid' social isolation period, organizing online events, creating presentations, developing graphic design elements, and crafting supportive materials that boosted team engagement with management's initiatives.
- Guided the implementation of processes and governance frameworks for the communication function within the LATAM Production Engineering direction.

Key Skills and Tools: Graphic Design | Communication | Problem-solving | Events Management | Team Building | MS Teams & Sharepoint | Canva

EDUCATION

Bachelor of Design

Federal University of Technology of Paraná (UTFPR), Curitiba, Paraná, Brazil

Jul/2018 to Present

- Bachelor in areas of Industrial Design, Graphic Design, Service Design.
- Crafted 3D designs for sustainability projects, designed to many physical materials as well.

Technologist in System and Information Analysis

State University of Santa Catarina (UDESC), Joinville, Santa Catarina, Brazil

Jan/2017 to Jul/2018

- I've completed 3 semesters, with core studies in: System Thinking and Programming.

Associate Degree in Information Technology (entry-level course)

SENAI, Joinville, Santa Catarina, Brazil

Jan/2015 to Dec/2017.

- Programming, Software Development, Agile Methodologies, IT Governance.

SKILLS

Proficient: Figma | Design Systems | User Research | User Interface Design | Design Handoff | Information Architecture | Communication Strategies | Team Work & Collaboration

Intermediate: Content design | Hotjar

Beginner: Product Discovery | Product Strategy | Google Analytics

LANGUAGES

Portuguese: Native

English: Fluent

Spanish: Advanced

German: Beginner

Polish: Beginner

French: Beginner

COURSES

UX Design Bootcamp | 36 hours

How Bootcamps, Brazil

Aug/2020

Product Design: discovery, metrics, delivery | 52 hours

Alura, Brazil

Mar/2024

Information Architecture | 32 hours

Alura, Brazil

Mar/2024