Beatriz Accioly

Designer de produto

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Resumo

Designer de Produto com mais de 5 anos de experiência em diversas áreas, demonstrando grande habilidade na solução de problemas e na compreensão das necessidades do usuário. Larga experiência em ferramentas de UX/UI como Figma, FigJam, Adobe XD, Miro, Maze, e em Métodos Ágeis, como o Scrum. Experiente na criação de wireframes, interfaces, Kits de UI e Sistemas de Design, contribuiu para a prototipagem de sistemas web e mobile, além de conduzir pesquisa de usuários e análise de feedback em suas posições na Outsmart Digital, Somos Claims e Stark Capital.

Habilidades

Avançado: Problem Solving, Prototyping, User Interface, User Journeys, User Interviews, Human Centered Design, Figma, FigJam, Miro, Maze
Intermédiario: UX Writing, Content Writing, User Stories, UX Research, Mentoring, workshop facilitation, Ui Kit
Iniciante: Adobe XD, Sketch, UX Metrics. SEO, Product Roadmap, Design System

Experiência Profissional

Designer de produto
First Decision, Brasília, BR – Híbrido   12/2023 - 06/2024
Core Responsibilities:
- Collaborated on projects focusing on user experience, resulting in a significant enhancement of platform usability and user satisfaction metrics.
- Facilitated seamless communication between development and design teams, ensuring alignment with user needs and project goals.
- Implemented effective discovery processes and competitive research methodologies, resulting in a deep understanding of user behavior and market trends, driving informed design decisions and product innovation
- Collaborated and communicated design ideas which included specific features for prototypes to CEO/Founder, CTO, Head of Business, defining pain points such as icons to increase flow on platform features.

Key Technologies and Tools: User Experience, User Interface, User Journeys, Discovery, Research, Figma, Azure, Scrum, Facilitation workshops, Mentoring, Prototyping, UX Writing, Wireframes, Maze, Miro, User Stories

UX/UI Designer
Outsmart Digital, São Paulo, BR – Remoto   03/2023 - 05/2023
Core Responsibilities:
- Collaborated with the design team in creating intuitive user interfaces and streamlined user flows, resulting in enhanced user satisfaction and retention rates.
- Facilitated seamless communication between development and design teams, ensuring alignment with user

needs and project goals.

Key Technologies and Tools User Experience, User Interface, User Journeys, Discovery, Research, Figma, Azure, Scrum, Prototyping, UX Writing, Wireframes

Product Designer

Somos, Belo Horizonte, BR – Remoto   08/2021 - 08/2022

Core Responsibilities:

- Led collaborative projects focusing on user experience, resulting in a significant enhancement of platform usability and user satisfaction metrics.
- Facilitated seamless communication between development and design teams, ensuring alignment with user needs and project goals.
- Implemented effective discovery processes and competitive research methodologies, resulting in a deep understanding of user behavior and market trends, driving informed design decisions and product innovations.

Key Technologies and Tools: User Experience, User Interface, User Journeys, Discovery, Research, Figma, Azure, Scrum, Facilitation workshops, Mentoring, Prototyping, UX Writing, Wireframes

Role Here

Stark Capital, São Paulo, BR – Remote   10/2020 to 03/2021

Core Responsibilities:

- Designed and implemented user-centric interfaces and user flows, leading to a marked improvement in user engagement and conversion rates.
- Established a robust UI Kit and Design System, enhancing design consistency and scalability across the organization's digital products.
- Provided critical front-end programming support, fostering seamless collaboration between design and development, resulting in expedited project delivery and improved product quality.

Key Technologies and Tools: User Experience, User Interface, User Journeys, Figma, Scrum,, Prototyping, UX Writing, Wireframes, HTML, CSS, React

Educação

Bacharelado em Design Gráfico

Centro Universitário Senac, São Paulo, BR   07/2012 - 01/2017

- **Relevant coursework:** Typography, Packaging, Editorial Design, Illustration, Interaction Design, Projects

Técnologo em Análise e Desenvolvimento de sistemas

BandTec, São Paulo, BR   07/2018 - 01/2020

- **Relevant coursework:** Programming Logic,Database. Software Engineering, Operating Systems, Software Architecture, Data Structures, HTML, CSS, Javascript, Project Management

Idiomas

Português: Nativo
Inglês: Fluente