# Isabela **Queiroz**

UI/UX Designer     Figma     Product Designer

**Isabela Queiroz Ferreira**
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## Summary

Specialized in designing user-centered interfaces using Figma, with an emphasis on usability, accessibility, and visual consistency. I am constantly seeking to improve my skills in UX research, design system development, and collaboration with front-end teams.

## Experience

### Product Designer | Lenovo  – FIT – Institute of Technology        Apr. 2025 - Moment

Product Designer, acting as the central lead on three major projects, driving the definition and evolution of the Design System, specifications, tasks, and design boards.
Key responsibilities include:
- Structuring and maintaining Design Systems with guidelines, principles, and reusable components.
- Documenting best practices and guidelines for multidisciplinary teams.
- Creating User Guides and Use Cases to align and organize projects.
- Collaborating directly with developers to ensure correct implementation of solutions.
- Researching and adapting interfaces across different frameworks and technologies.
- Continuously validating and refining deliverables to ensure the best user experience.

### UI/UX Designer  - Freelance        Aug. 2024 - Moment

I specialize in creating visual identities and digital interfaces, developing solutions that combine aesthetics and functionality. I have experience in branding design, iconography, UI Kits, and Design Systems, ensuring visual consistency and usability across different platforms.
- Designing visual identities for brands and products
- Developing branding, including color palettes, typography, and visual guidelines
- Creating custom icons for applications and websites
- Building UI Kits to ensure standardization and development efficiency
- Structuring and maintaining Design Systems

### Software Q.A Tester I | Lenovo  – FIT – Institute of Technology        Apr. 2023 – Mar. 2025

Software Quality Assurance Specialist, ensuring that software meets functional and non-functional requirements while following agile methodologies. Experienced in creating, executing, and documenting tests, as well as implementing test automation to enhance defect detection and development efficiency.
Key responsibilities include:
- Active participation in Scrum ceremonies (Regression, Daily, Refinement) to improve the development process
- Planning and executing tests for tasks, bugs, and user stories
- Creating and managing test cases, cycles, and regression suites in Jira and Confluence
- Developing technical documentation, including User Guides and reports
- Automating tests to ensure efficiency and coverage
- Performing Dev Box Testing to validate pull requests before integration

## Education

### Analysis and Systems Development  - Facens        Jul. 2023 – Nov. 2025

Course focused on software development, databases, information security, and project management.
- Web Development
- Object-Oriented Programming
- Requirements Analysis

September 2025