

Geissy Maysla Nunes Rodrigues

+55 (87) 8843-2864 | geissy.designlab@gmail.com | [Linkedin](#) | [Dribbble](#) | [Porftólio](#) | [Medium](#) |

Petrolina, PE -Brasil

PROFESSIONAL PROFILE

I've been working as a UX/UI Designer for 4 years on both B2B and B2C products, focusing on solving problems by turning challenges into opportunities. I have a degree in Psychology, and one of the key pillars of my work is building solutions that truly add value to people's lives through digital experiences. I'm always in search of creative and impactful solutions. I believe every challenge is an opportunity to innovate and create experiences that truly make a difference. I'm committed to ongoing professional development, constantly seeking to enhance my skills and reach new levels in the field.

KEY SKILLS AND TOOLS

Wireframe | Responsiveness | Microinteractions | Interactive Prototypes | Usability Testing | Heuristic Evaluation | UX Writing | Information Architecture | User Interviews | Quantitative Research | User Journey | Personas | Illustration | Figma | Miro | Hotjar | FullStory | Notion

PROFESSIONAL EXPERIENCE

Loomi

UX/UI Designer

Jun 2024 - Presente

I work on a wide range of UX/UI design projects, being responsible for the entire product development cycle. My main activities include leading Discovery processes (user and stakeholder interviews, benchmarking, and market analysis), conducting usability tests, ideating solutions, prototyping user journeys, and designing responsive interfaces for both mobile and desktop platforms. I use tools like Figma, FigJam, and Notion for organizing, creating, and validating user-centered solutions.

Project Highlights:

- IT Forum – New Portal:
IT Forum is one of Brazil's leading platforms focused on the information technology sector. I led the complete redesign of the portal, working from Discovery through to the validated delivery.
 - Conducted strategic immersion sessions with stakeholders to align business goals
 - Performed competitive benchmarking and mapped innovation opportunities
 - Created a scalable Design System to ensure visual consistency and development efficiency
 - Coordinated and facilitated usability tests and iterations based on feedbackResult: Delivered a portal with a significant increase in usability, improving navigation and strengthening the brand's visual identity.
- Vivo+:
A strategic project by Vivo to digitalize and optimize the in-store experience for employees.
 - Led 3 full Discovery processes
 - Mapped real user pain points and co-created solutions focused on clarity and agility
 - Designed flowcharts, wireframes, and high-fidelity prototypes validated through moderated user testing
 - Presented solutions to product, business, and technology teams at Vivo to ensure alignment and engagementResult: Project approved for national rollout, with notable improvements in employee experience and store operation efficiency.

Sysvale SoftGroup

UX/UI Designer

Setembro 2021 - Jun 2024

I also work on digital products in both the public and private healthcare sectors, aiming to develop efficient, intuitive, and user-centered interfaces that address the specific needs of this segment.

Key activities and outcomes include:

- End-to-end involvement from Discovery to final delivery, supporting implementation and ensuring consistent application of standards and best practices throughout product development.
- Product monitoring with FullStory: Monitored product usage to gather valuable insights on user behavior and experience. These insights were applied to improve usability and enhance interface efficiency.
- Custom illustrations: Created tailored illustrations to add visual and functional value to projects.
- Design System: Designed and expanded new components for the Design System, ensuring consistency and scalability across all interfaces.
- UX Writing: Wrote clear, concise, and user-oriented copy for screens, enhancing communication and overall user experience.
- Heuristic evaluations: Conducted heuristic evaluations on other designers' interfaces, identifying and resolving usability issues to enhance experience quality and effectiveness.
- Usability testing: Led tests with real users to gather feedback, identify friction points, and validate design solutions, ensuring products meet user expectations.

EDUCATION

Bachelor's Degree in Psychology

2018-2022

Mauricio de Nassau University

COURSES AND CERTIFICATIONS

Assertive Communication at a Distance - Conquer.plus	2023
UX Writing Edition 40 - Mergo	2022
UX Research in Practice: 2 Days of Questionnaire Creation - EBAC	2021
Bulletproof UI Designer - Gabriel Silvestri	2021

LANGUAGES

Portuguese - Native

English - Intermediate

Spanish - Basic