



# Marcela Abreu

User Experience Designer  
& Researcher

I'm a UX Designer, graduated in Computer Engineering, specialized in Interaction Design. Currently I'm working at ThoughtWorks in Brazil.

I've worked as a Designer for over 10 years. I have experiences working in agencies, startups, financial and technology companies.

I transform thorny problems into useful solutions through user research, interaction design, information architecture, prototyping, visual design and user testing.

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## Experience

### Senior UX Designer [ThoughtWorks, Brazil](#)

September 2018 - December 2020, 2 years 5 months

I designed a company-wide Knowledge Management System from scratch working collaboratively with different areas within the company.

I led UX research workshops, synthesised and translated this information into insightful deliverables (such as personas, user journey mapping, prototypes, usability reports), providing design recommendations to build intuitive and helpful interface, which helps employees find quick and reliable information in one single place.

### Senior UX Designer & Partner [Méliuz, Brazil](#)

April 2015 - August 2018, 3 years 6 months

I helped to build a user-centric culture at biggest Cash Back company in Brazil, by introducing and advocating UX methodologies, not only from the design perspective but also from a business one. I led UX Research workshops that kick started a culture of involving people from different areas in building effective solutions for users via research and also translating the results into new products and strategies.

As the first-female partner, I led the internal effort to increase diversity within the company by creating a Diversity Committee, which led to [recognition that Méliuz is one of the best places for women to work in Brazil](#).

### UX Designer [Gerencianet, Brazil](#)

August 2013 - March 2015, 1 year 8 months

I planned strategies for projects, created prototypes, wireframes, web sites and mobile apps, interactive products and systems. I also worked as a visual designer creating landing pages and mobile apps.

### Co-Founder & Designer [Negócio de Mulher, Brazil](#)

May 2011 - Jun 2013

I helped to build this company that aimed at supporting, inspiring and mentoring women to create their own business.

### Designer [Digital Agencies in Brazil](#)

2008 - 2012

I started my career as a mix of visual, front-end and engineering: creating design and also doing HTML, CSS and programming in PHP. I worked as a Visual Designer and Architecture Information in several digital projects for many companies in Brazil.

[More experiences on LinkedIn →](#)

## Education

### Interaction Design • Pontifícia Universidade Católica

2008 - 2011

### Computer Engineering • Estácio de Sá University

2002 - 2006

## Skills

User Research	Usability Testing	Figma	HTML
Prototyping	Journey Mapping	Sketch App	CSS
Interaction Design	Qualitative analysis	Abstract	Invision
UI Design	Information Architecture	Photoshop	Dovetail