

Júlia Pantaleão

UX/UI Designer | Product Designer

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PROFESSIONAL EXPERIENCE

UX/UI Designer at Opea Capital, Fintech aug 2024 — present

Designing complex user flows for a SaaS platform in the financial sector, developing high-fidelity prototypes and experiences that integrate multiple user profiles. Involved in the full product process: from discovery to prototyping and validation based on real data. Active contributor to the evolution of the design system, ensuring visual consistency and scalability across platform portals.

User Interface Designer at Smarthis, RPA Startup oct 2023 — jul 2024

Redesigned interfaces and created landing pages focused on conversion. Responsible for design guidelines and component libraries in Figma, promoting consistency and efficient handoff. Also worked on usability improvements and information architecture, using tools such as RD Station, WordPress, Mouseflow, and Microsoft Clarity.

UX/UI Designer at SuperOpa, B2C Startup jan 2022 — aug 2022

Designed payment flows for the mobile app, developed high-fidelity prototypes in Figma, conducted usability tests, and optimized mobile experiences. Collaborated with development and CX teams, supporting decisions with user feedback and behavioral data. Contributed to the initial design library, focused on consistency and interface scalability.

Digital Designer at Degrau Publicidade, B2B Agency may 2021 — dec 2021

Created visual identities for marketing materials, landing pages, catalogs, videos, and other deliverables.

Digital Designer at Brand Connect, B2B Agency mar 2020 — may 2021

Worked across various areas with a strong focus on landing pages and websites optimized for conversion and performance. Created high-fidelity prototypes, storyboards, illustrations, and video editing. Had the opportunity to work with clients such as RedBull, PayPal, EcoRodovias, Schwarzkopf, ABC, Verizon Media, and Cox Automotive.

Web Developer at Groove Company, B2B Company nov 2018 — apr 2019

As an intern, I collaborated with senior developers to design and build user interface screens for the company's platform.

SKILLS

User Research / Usability Testing

Heuristic Evaluation / Benchmarking

A/B Testing / Information Architecture

Low to High-Fidelity Prototyping / Visual Design

Design System / Responsive Design

Accessibility

TOOLS

Figma / InDesign

Photoshop / Illustrator / After Effects

HTML & CSS

Notion / Miro

Maze / Google Analytics / Clarity

Storybook / Zeroheight

RD Station / WordPress

LANGUAGE

Portuguese — Native

English — Advanced

EDUCATION

Graphic Design at UNICID

2021 — 2023 • Graduation

Internet Systems at ETEC

2016 — 2017 • Technical Course

CERTIFICATIONS

Advanced UX/UI at **CoderHouse**
— oct 2024

UX Design Professional
Certificate — **Google at
Coursera** — sep 2023