



I have been working in the design industry for 20 years. Currently, I work as a Senior Product Designer.

Grupo Boticário

Ago • 2022

Segment • Beauty Ecosystem

## Senior Product Designer

### The Challenge

Grupo Boticário is the largest franchise network in the world and has a complex ecosystem of companies that work for its operation. Given this scenario, it became necessary to create solutions that would support the group's operation with partner companies.

- Anticipation of Receivables for Suppliers

Solution for anticipating receivables for Grupo Boticário suppliers.

- Dealer Credit Analysis

Integrated credit analysis solution for suppliers.

### My Role

- Led the Discovery processes together with the squad, understanding customer behavior from different sources of information and linking it to KPIs and business indicators, contributing to squad decisions through opportunity trees, testing and iteration planning, and evaluation of the results obtained.
- Identified, synthesized and proposed continuous improvement of the current service blueprint, considering jobs to be done, personas and extreme users, indicators, technology requirements, communication rules and backoffice interactions, applying service design concepts and methods to evolve customer journeys.
- Defined improvements in products and services based on exploratory and validation research with clients, ensuring the quality of the applied method.
- Conceived experience prototypes in low and high fidelity ensuring effectiveness and quality in all its variations of use cases and flows, communicating the design and organizing the implementation requirements to evolve products and their customer journeys.
- Promoted continuous improvements and proposed new components to the established identity and usability guide, taking care of the consistency and quality of the company's design language.
- Developed and proposed processes, following standards, together with the design team.
- I monitored the business results of the product, assessing the impacts on the various cross-company related areas, and ensuring corrections in the mappings by all, ensuring the updating of the customer's journeys.



# Hello, I am Jusley Smaly

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Contabilizei  
Apr – Jul • 2022  
Online Accounting Firm

## Senior Product Designer

### The Challenge

My first challenge within Contabilizei was to conduct, together with a UX Researcher, a survey for the acquisition team, more specifically in the Growth Tribe.

The 02 main customer attraction initiatives used during the growth process were Performance Campaigns (CPC) and SEO (Search Engine Optimization). During the last few months, the main metrics showed a continuous decline, which forced the company to rethink its attraction strategy, as well as to have a better understanding of its public.

### My Role

- Collaborate with UX researchers to leverage qualitative and quantitative data to mature product concepts.
- Collaborated with engineers, product managers, service teams and other designers to ensure projects generated the desired UX, business and technical results.
- I took a leadership role in defining, collecting, and analyzing the data needed to inform problem-solving decisions.
- Identified needs and key opportunities for user input; helped plan and conduct user research with our user research team with contextual interviews, think aloud, A/B testing, surveys and analytics.
- I created new ways to share the results of the surveys in which I was involved with the aim of empowering other teams and democratizing the knowledge acquired in the surveys.  
**[see this item]**
- Identify opportunities for improvement and collaboration in data-driven experiments to validate problem hypotheses;

**[see the case]**

TAG / Stone Co.  
Jan/2021 – Mar/2022  
Segment • Financial Market Infrastructure

## Product Designer Specialist

### The Challenge

This was one of the most interesting challenges of my career because it is a purely regulatory business, 100% based on API and B2B.

I had the opportunity to set up the company's first design team and structure design processes.

I coordinated the front that structured the first version of the company's design system that would become the main base for building the company's first digital products.

I participated in the process of building the first interface products that aimed to facilitate access to API technology for small players on the market.

I also worked on projects aimed at internal customers such as the operations team to study and optimize this contact points with their customers.



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## TAG / Stone Co.

Jan/2021 – Mar/2022

Segment • Financial Market Infrastructure

### Senior Product Designer

#### My Role

- Helped build, manage and maintain the design system.
- Created a specific documentation model for the design team that facilitated the understanding of the endpoints of the API on which the product was based. After a while the same documentation served for other teams. [ [see this item](#) ]
- Worked with engineers and product managers to oversee the implementation of user interface design, while serving as a design advocate in strategic product decisions.
- Mentored other designers and helped foster a collaborative work environment.
- Develop relationships with customers and prospects, learning from them about their goals and problems, and appropriately incorporating their input into your design process.
- Manage design projects from start to finish, working with the PM to understand what users need to accomplish and then researching, designing, and validating the best way for them to do that.
- Worked to create bridges between disciplines such as Design, Product, Engineering and Marketing.

[ [see the case](#) ]

## Bradesco / Sapient/AG2

Aug/2020 – Dec/2020

Segment • Finance

### UX Designer

I joined this project through Deeploy, which is a consultancy that connects designers to projects from large companies.

I worked specifically as a UX Designer in the investment product of the bank Bradesco. During the project, I developed journeys for this product together with my responsible squad.



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## 92dpi - Digital Agency

Jan/2012 - Jul/2020

Segment • Digital Marketing

### Founder & Designer

As an entrepreneurial experience, I created the first northern digital agency of the country at a time when it was little talk about this business format that was dominated by large traditional agencies linked strongly to offline.

Through my strong base in digital tools and processes, I created a market strategy to conquer customers and gain space.

Over time I had the opportunity to act in the most diverse niches and know the different nuances of the market.

I developed corporate website projects, portals, blogs, online stores, performance campaigns, digital intelligence strategies, campaigns and visual identity systems. As an agency my performance was very diverse.

To account for work demands, I set up a remote team that used existing technologies to scale processes and deliveries to customers.

## Rede Calderaro de Comunicação

Jan/2001 - Jul/2012

Segment • Communication Network

### Designer

I started my career as an intern and reached the position of art director leading a team of 5 designers.

As an intern, I created the first version of the group's newspaper portal and over the years I became the main person responsible for its evolution.

I worked heavily in the creation of campaigns for products idealized by the group's marketing, from visual identity, commercial proposals, advertising campaigns, media strategy, among others. The visual design of the projects in many cases permeated different vehicles of the group such as printed newspapers, TV, web and radio.

I carried out projects aimed at systematizing the communication process of the group's visual identity systems, which included the logo, uniforms, stationery, brochures, vehicle fleet, among others.

## Education

Federal University of Amazonas

**Bachelor, Industrial Design**

1999 - 2006

FMM - Mathias Machiline Foundation

**Data Processing Technician**

Technical/High School

1995 - 1997

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## Skills

Empathy Mapping

Card Sorting

User Interview

Storyboards

User Dairy

CSD Matrix

Personas

Task Analysis

Affinity Mapping

Pain points

Mental Models

5 why's

5W2H

Hope and fears

Dot voting

Competitive Analysis

Sitemap

Task Flow

User Flow

Toolkit and library

UI components

Sketches

Wireframes

Prototypes

Screen Flow

Usability Testing

Eye tracking

Heuristic Analysis

## Tools

Figma

Adobe XD

Sketch

Illustrator

Photoshop

Google Analytics

Hotjar

Metabase

Flourish

Miro

Notion

Confluence

Dovetail

Airtable