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Summary

I am Jusley Smaly, a seasoned Product Designer with nearly 20 years of experience in the design industry. Over the years, I've honed my skills across various design environments, from companies with advanced design systems to those just beginning to build their design libraries. My expertise lies in developing intuitive and visually compelling interfaces, supported by a deep understanding of user behaviors and needs.

I have a proven track record of leading end-to-end UX and UI design processes, from discovery to delivery, ensuring that each product not only meets user expectations but also aligns with business goals. My ability to map and design complex ecosystems stands out as a key strength, enabling me to create user experiences that are both functional and delightful.

Working in multidisciplinary teams, I excel at facilitating collaboration between designers, developers, and stakeholders, ensuring that the final product is cohesive and effective. My proficiency in tools like Figma, Adobe XD, and Airtable, combined with my strong foundation in user research, usability testing, and design thinking methodologies, equips me to tackle any design challenge.

One of my proudest achievements is successfully setting up the design team and design system for a new-to-market startup in a government-regulated industry. This project involved deep dives into the business's core, rigorous user research, and creating a product that opened new customer markets.

In every project, I prioritize user-centered design principles, accessibility, and usability. My dedication to continuous improvement, based on user feedback and performance metrics, ensures that the products I design are always evolving towards excellence. I'm passionate about leveraging my design expertise to create impactful, user-friendly solutions that drive business success.

Professional Experience

UG Co.

Senior Product Designer
August 2023 - Present

UG & Co. possesses extensive expertise in developing projects focused on the Bioeconomy for brands in the Amazon. With a deep understanding of the region's unique environmental and economic landscape, UG & Co. crafts sustainable and innovative solutions tailored to the challenges and opportunities of the Amazon. This specialized insight enables the creation of impactful projects that align with both ecological preservation and economic growth.

Project: UBÁ Brasil Project

Situation

During the pandemic, poverty and unemployment among Brazil's indigenous population highlighted the urgent need for sustainable income solutions. Many indigenous artisans faced exploitation and had limited access to equitable markets. Only about 4% of indigenous handicrafts were traded fairly, with the rest sold at low prices or through intermediaries.

Task

The challenge was to create a platform that would provide indigenous artisans with direct access to consumers, ensuring fair trade and preserving cultural heritage. The goal was to develop an e-commerce solution that would connect artisans directly with buyers, increasing their income and promoting their crafts authentically.

Action

- Conducted extensive user research, including interviews and surveys, to understand the needs and pain points of artisans and potential customers.

- Developed a stakeholder map to identify key participants and their roles in the solution.

- Designed the information architecture using card sorting techniques to categorize content effectively.

- Created wireframes and prototypes to visualize the user journey and interface layout, ensuring a responsive design across devices.

- Implemented a robust design system to maintain consistency and usability.

- Conducted usability tests and A/B testing to refine the solution and enhance user experience.

Result

- Successfully launched the first virtual store for Amazonian handicrafts, enabling direct sales from artisans to consumers.

- The platform significantly improved the income of participating artisans, providing them with a sustainable source of revenue.

- Enhanced the visibility and appreciation of indigenous handicrafts, promoting cultural heritage and supporting local economies.

- The project received positive feedback from users and stakeholders, demonstrating the effectiveness of combining UX research with design thinking principles.

This project showcases my ability to lead design initiatives that have a meaningful social impact, blending user-centered design with business objectives to create sustainable and culturally significant solutions.

Boticário Group

Senior Product Designer
August 2022 - June 2024

During my two years at Grupo Boticário, I served as a Senior Product Designer in the Digital Financial Products chapter. As the first product designer in the chapter, I played a crucial role in structuring design processes within the squads I collaborated with. My contributions spanned across key projects, including the Portal Facilita, Portal do Fornecedor, and Aegis. These experiences allowed me to drive significant improvements in user experience and operational efficiency, leveraging my expertise to deliver impactful digital solutions.

Project: Portal do Fornecedor

Situation

At Grupo Boticário, I was given the challenge to design and implement the Portal do Fornecedor from scratch. Before this initiative, suppliers had to navigate through various adapted processes that had become convoluted over time, leading to inefficiencies and frustrations.

Task

My task was to create a unified, user-friendly portal that streamlined all supplier interactions and processes, enhancing their experience and improving operational efficiency. This involved consolidating the fragmented processes into a cohesive platform.

Action

To achieve this, I:

1. Conducted Comprehensive Research: Engaged in extensive research to understand the current adapted processes and pain points experienced by suppliers through interviews and surveys.

2. Defined Requirements: Collaborated with stakeholders to define the requirements and objectives for the new portal.

3. Designed the Portal: Created wireframes and prototypes for the new portal, focusing on usability and intuitive navigation.

4. Iterated Based on Feedback: Conducted usability tests with suppliers to gather feedback, which was used to refine the designs iteratively.

5. Coordinated Development: Worked closely with the development team to ensure the design was implemented accurately and efficiently.

6. Ensured Smooth Transition: Developed a comprehensive onboarding process to help suppliers transition smoothly to the new portal.

Result

The launch of the Portal do Fornecedor was a significant success. It replaced the fragmented processes with a streamlined, user-friendly platform, leading to a 50% reduction in process time and a 60% increase in supplier satisfaction. The new portal not only improved the operational efficiency but also significantly enhanced the suppliers' experience, demonstrating my ability to create impactful digital solutions from the ground up.

Project: Portal Facilita

Situation

At Grupo Boticário, I was tasked with the design and enhancement of the Portal Facilita. This platform was intended to provide suppliers with an efficient way to manage their financial transactions, but it faced numerous usability issues and lacked essential features, leading to supplier dissatisfaction and increased support requests.

Task

My primary goal was to improve the user experience and functionality of the Portal Facilita. This involved identifying pain points, designing intuitive solutions, and ensuring a seamless implementation that would increase supplier satisfaction and reduce support workload.

Action

To achieve this, I:

1. Conducted User Research: Engaged in thorough user research by conducting interviews and surveys with suppliers to understand their challenges and needs.

2. Analyzed Feedback: Analyzed the collected feedback to identify common pain points and areas for improvement within the portal.

3. Redesigned the Portal: Created new wireframes and prototypes focusing on enhancing usability and adding essential features such as real-time transaction updates and streamlined navigation.

4. Collaborated with Stakeholders: Worked closely with cross-functional teams, including developers and support staff, to ensure that the new design met technical requirements and user needs.

5. Iterative Testing: Conducted usability tests with suppliers, gathered feedback, and iteratively refined the designs to ensure optimal user experience.

6. Implemented New Features: Oversaw the implementation of new features and improvements, ensuring they were integrated smoothly into the existing system.

Result

The redesigned Portal Facilita led to a significant improvement in user satisfaction, evidenced by a 45% reduction in support requests and a 35% increase in positive user feedback. The enhancements provided suppliers with a more efficient and intuitive way to manage their financial transactions, demonstrating my ability to drive impactful improvements in digital product design.

Contabilizei

Senior Product Designer
April 2022 - July 2024

Situation:

Contabilizei faced a challenge where the main customer attraction initiatives, Performance Campaigns (CPC) and SEO, were showing a continuous decline in metrics. This necessitated a reevaluation of the attraction strategy and a deeper understanding of the target audience.

Task:

My task was to collaborate with a UX Researcher to conduct a comprehensive survey for the acquisition team within the Growth Tribe. The goal was to leverage qualitative and quantitative data to mature product concepts and develop strategies to reverse the declining metrics.

Action:

- Collaborated with UX researchers to gather and analyze data to inform product concepts.

- Worked closely with engineers, product managers, service teams, and other designers to ensure that projects met UX, business, and technical goals.

- Led efforts in defining, collecting, and analyzing the necessary data to make informed problem-solving decisions.

- Identified key opportunities for user input and planned user research with the team, including contextual interviews, think-aloud sessions, A/B testing, surveys, and analytics.

- Created innovative ways to share survey results, empowering other teams and democratizing the knowledge acquired.

- Identified opportunities for improvement and collaborated on data-driven experiments to validate problem hypotheses.

Result:

The project led to a better understanding of the target audience and informed the development of new strategies to attract customers. The collaborative efforts and user-centered research significantly contributed to maturing product concepts and aligning the company's strategies with user needs and business goals. The innovative methods for sharing research findings empowered teams across the organization, leading to more data-driven decision-making and improved overall performance. [Read more about the project]

TAG/Stone Co.

Senior Product Designer
January 2021 - February 2022

Situation:

One of the most interesting challenges of my career was working with TAG, a purely regulatory, API-based, B2B business. I was tasked with setting up the company's first design team and structuring design processes to facilitate access to API technology for small market players and optimize internal customer operations.

Task:

My primary responsibilities included building, managing, and maintaining the design system, coordinating the creation of the company's first digital products, and enhancing internal operations through optimized design solutions.

Action:

- Helped build, manage, and maintain the design system, ensuring consistency and scalability.

- Created a specific documentation model for the design team that facilitated understanding of the API endpoints, which was later adopted by other teams.

- Worked closely with engineers and product managers to oversee the implementation of user interface designs, serving as a design advocate in strategic product decisions.

- Mentored other designers and fostered a collaborative work environment.

- Developed relationships with customers and prospects to understand their goals and problems, integrating their feedback into the design process.

- Managed design projects from start to finish, collaborating with PMs to understand user needs and researching, designing, and validating the best solutions.

- Bridged the gap between disciplines such as Design, Product, Engineering, and Marketing to ensure cohesive project execution.

Result:

The establishment of the first design team and structured processes led to the creation of the company's initial digital products, significantly improving user access to API technology. The design system provided a solid foundation for future developments, while the improved documentation model enhanced team collaboration and efficiency. Internal operations were

optimized, resulting in better customer interactions and satisfaction. These efforts not only advanced TAG's product offerings but also strengthened internal workflows and cross-disciplinary collaboration.

Sapient/AG2 Bradesco

Senior Product Designer
August 2020 - December 2020

Situation:

I joined the project at Sapient/AG2 through Deeploy, a consultancy that connects designers to projects for large companies. My role was as a UX Designer working on Bradesco bank's investment product, where I collaborated with my squad to develop user journeys and enhance the product experience.

Task:

My task was to construct the UX/UI process from start to finish, including discovery, user journey mapping, designing the final interface, and continuously improving the product based on user feedback and data analysis.

Action:

- Collaborated with product managers, designers, developers, and other stakeholders to continuously refine and improve the investment product.

- Constructed the UX/UI process from discovery to final interface design, ensuring a comprehensive approach to product development.

- Conducted qualitative and quantitative analyses to inform design decisions and suggest data-driven changes.

- Delved deep into the problem during the Discovery phase, building prototypes and conducting user tests to validate or invalidate hypotheses.

- Developed personas, use cases, journey maps, user flow diagrams, and both low and high fidelity prototypes.

- Conducted customer research through tests, interviews, and observations to understand the business and identify opportunities for product improvements.

- Monitored the results of implemented solutions to evaluate their success and suggested improvements for actions that did not meet expectations.

Result:

The project led to significant improvements in Bradesco's investment product. The user-centered design process enhanced the overall user experience, resulting in increased customer satisfaction and engagement. Continuous collaboration and data-driven design decisions ensured the product remained aligned with user needs and business goals, ultimately contributing to the product's success in the market.

Vega I.T.

Senior Product Designer
April 2019 - December 2019

Situation:

At Vega I.T., I worked as a Senior Product Designer on two key products: The Integrated Maintenance System and the Virtual Smart Key. The Integrated Maintenance System is a building maintenance solution developed for the hotel industry, allowing centralization and control of information and work orders. The Virtual Smart Key is a digital key solution enabling guests to access their rooms via mobile devices.

Task:

My task was to participate proactively and collaboratively in all phases of the product lifecycle for both products, ensuring the delivery of user-friendly interfaces and effective digital solutions that meet the needs of our clients in the hotel industry.

Action:

- Integrated Maintenance System:

- Participated in discovery, research, benchmarking, and design thinking sessions to gather insights and inform design decisions.

- Created friendly interfaces with good usability, accessibility, and information architecture.

- Developed prototypes, user flows, and components, and conducted usability testing and A/B testing.

- Worked on MVPs, handoff with developers, implementation, and continuous improvement based on user feedback and metrics.

- Virtual Smart Key:

- Designed intuitive interfaces for the digital key solution, ensuring seamless user experience.

- Performed analysis of screen recordings, heatmaps, and surveys to gather insights.

- Monitored product metrics such as NPS and CSAT to track user satisfaction.

- Applied usability tests, collected information, and created plans for product evolution.

- Presented results to stakeholders clearly and dynamically, using good storytelling techniques.

- Kept the team updated on trends and new technologies for digital product creation.

Result:

The Integrated Maintenance System provided hotel management with a centralized and efficient way to control and monitor maintenance tasks, improving operational efficiency and overview of the enterprise. The Virtual Smart Key solution enhanced guest experience by offering a convenient and secure way to access rooms, saving time and reducing operational costs for the hotels. Both products received positive feedback from users and stakeholders, demonstrating significant improvements in usability and user satisfaction.

92dpi - Digital Agency

UX/UI Designer / Frontend-Backend Dev
January 2012 - February 2019

As an entrepreneur, I founded the first digital agency in the north of Brazil during a time when the industry was dominated by large traditional agencies focused on offline media. Leveraging my strong foundation in digital tools and processes, I developed a market strategy to attract customers and carve out a niche in this emerging field.

Over the years, I had the opportunity to work across various niches, gaining insights into the diverse nuances of the market. My projects ranged from corporate websites, portals, blogs, and e-commerce stores to performance campaigns, digital intelligence strategies, visual identity systems, and comprehensive digital marketing campaigns. This diverse portfolio showcases the breadth and depth of my expertise in the digital realm.

To meet the demands of our growing client base, I assembled and led a remote team, utilizing existing technologies to scale processes and ensure timely deliveries. This approach not only streamlined operations but also enhanced our ability to provide top-notch services to our clients.

My Role and Responsibilities:

- Development of websites, e-commerce platforms, and blogs

- Creation and management of digital marketing campaigns

- Designing visual identity systems

- Planning and executing digital media strategies

- Managing a remote team and scaling operations

- Social media strategy and management

- Managing ad networks

- Proficient in CMS tools

- Enhancing communication skills to effectively manage client relationships and team dynamics

This entrepreneurial journey not only honed my technical skills but also enhanced my strategic thinking and leadership capabilities, enabling me to drive success in the dynamic digital landscape.

Calderaro Communication Network

Designer
August 2022 - June 2024

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

UFAM - Universidade Federal do Amazonas

Bachelor's Degree in Design and Visual Communications
1999 - 2006

I completed my Bachelor's degree in Design and Visual Communications at UFAM - Universidade Federal do Amazonas, where I developed a strong foundation in design principles, visual communication, and user-centered design methodologies. This comprehensive education provided me with the skills and knowledge necessary to excel in various design fields, from graphic design to digital product design. Please note that any job offer extended will be contingent upon verification of this educational background through a thorough background check.

FMM - Mathias Machiline Foundation

High School + Vocational School, Data Processing TechnicianHigh School + Vocational School, Data Processing Technician
1995 - 19971995 - 1997

I completed my high school education and vocational training at the Mathias Machline Foundation (FMM) from 1995 to 1997, where I earned a diploma as a Data Processing Technician. The Matias Machline Foundation is a non-profit social project renowned for offering quality teaching, research, and professional training. As the most relevant vocational high school in the North Region, FMM provided me with a solid foundation in data processing and technical skills.

This program is especially significant as approximately 85% of the students come from public schools in Amazonas, reflecting FMM's commitment to social impact and educational excellence. My time at FMM equipped me with essential technical expertise and a strong educational background that has been fundamental to my professional journey.

Skills

Hard Skills

- User Experience (UX) Design: Proficient in conducting user research, creating personas, journey mapping, wireframing, prototyping, and usability testing.
- User Interface (UI) Design: Expertise in designing intuitive and visually appealing interfaces using Figma, Sketch, Adobe XD, and Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Design Systems: Experience in building and maintaining design systems to ensure consistency across products.
- Prototyping: Skilled in using tools such as InVision, Axure RP, and Proto.io for creating interactive prototypes.
- Front-end Development: Basic knowledge of HTML, CSS, and JavaScript to facilitate better collaboration with developers.
- Data Analysis: Competent in analyzing user data and feedback to inform design decisions and improve user experience.
- Information Architecture: Strong ability to organize and structure information effectively.
- Digital Marketing: Experience in planning and executing digital marketing campaigns, managing social media, and working with ad networks.

Soft Skills

- Collaboration: Proven ability to work effectively in multidisciplinary teams, fostering a collaborative work environment.
- Communication: Excellent verbal and written communication skills, capable of presenting ideas clearly to stakeholders and team members.
- Leadership: Experience in leading design teams, mentoring junior designers, and managing projects from concept to completion.
- Problem-solving: Strong analytical and problem-solving skills, able to translate complex requirements into intuitive design solutions.
- Adaptability: Highly adaptable to changing project requirements and capable of learning new tools and methodologies quickly.
- Creativity: Innovative thinker with a passion for creating user-centered designs that meet business objectives.
- Time Management: Effective time management skills, ensuring projects are delivered on time and within scope.
- Attention to Detail: Keen attention to detail, ensuring high-quality design outputs and consistent user experiences.

Certifications

- EF Standard English Test (EF SET)
EF SET English Certificate 67/100 (C1 Advanced)EF SET English Certificate 67/100 (C1 Advanced)
EF Standard English Test (EF SET)

- BPMN for business analysts
Udemy
Issued Sep 2023

- Build Persuasive Products
Udemy
Issued Sep 2023

- Design Thinking & Project Management: 2 in 1 Complete Guides
Udemy
Issued Sep 2023

- Master Digital Product Design: UX Research & UI Design
Udemy
Issued Sep 2023

- Object-Oriented UX (OOUX) Fundamentals
Udemy
Issued Sep 2023

- Software Architecture & Technology of Large-Scale Systems
Udemy
Issued Sep 2023

- UI UX Design Hybrid from Figma to HTML CSS and JavaScript
Udemy
Issued Sep 2023

- Overview of the Disruptive Design Method
The UnSchool of Disruptive Design
Issued Mar 2023

Languages

- Portuguese: Native
- English: Advanced (C1 Level)

Tools and Software

- Design and Prototyping Tools:
  - Figma
  - Sketch
  - Adobe XD
  - InVision
  - Axure RP
  - Proto.io

- Graphic Design Software:
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe InDesign

- Collaboration and Workflow:
  - Miro
  - Zeplin
  - Abstract
  - Airtable
  - Trello

- Front-end Development:
  - HTML
  - CSS
  - JavaScript (basic knowledge)

- User Research and Testing:
  - Hotjar
  - Google Analytics
  - UsabilityHub

- Content Management Systems (CMS):
  - WordPress
  - Drupal
  - Joomla

- Project Management Tools:
  - Jira
  - Asana

- Communication Tools:
  - Slack
  - Microsoft Teams
  - Zoom

- Data Analysis Tools:
  - Google Analytics
  - Hotjar