



# Letícia Simões

UX/UI Designer @ Montréal, Canada

[leticialadeiasimoes@gmail.com](mailto:leticialadeiasimoes@gmail.com)

[Portfolio](#)

+1 (438) 938-1781

[LinkedIn](#)

Over 6 years of experience with user-centric approaches, wireframing and high-fidelity prototyping. Focused on collaborating in multifaceted trio teams and driving product success through design thinking methodology.

## Experiences

### **Senior UX Designer @ GoTo** | DEC 2021 — CURRENTLY

Worked in multiple interdisciplinary teams, each with a different focus within our CCaaS (Contact Center as a service) context, including AI-led initiatives

Led product trio collaboration based on UX outcomes in order to guide our product development and metric definition so that we deliver user-centric value

Handled end-to-end feature development, facilitating ideation, prioritization and alignment dynamics with different stakeholders

Documented and shared industry knowledge among peers, exposing and demoing the product to new colleagues and enabling an ever-growing team to navigate the challenges and intersections between the teams involved

Conducted user research alongside our dedicated team to both generate shareable user insights on the user journey and validate our prototypes

### **UX/UI Designer @ Paradigm** | OCT 2020 — DEC 2021

Set the course for user experience focused-collaboration among the multiple technical teams, establishing design thinking methodologies as part of the feature development process

Disseminated UX research guidelines across the company, drawing teams to access our creative team's services sooner in their process

Advocated for design systems as the key to standardize and speed up front-end work, starting by organizing and maintaining a base component library adapted to each product's needs

### **Product Designer @ QuintoAndar** | AUG 2019 — MAR 2020

Crafted new multi-channel experiences targeting growth opportunities alongside multidisciplinary teams, always testing and evaluating findings after each iteration.

Designed new features for the platform that would meet user's and business' needs from the first few wireframes to the final prototypes, always coming to terms with the stakeholders involved.

Conducted user research routinely from the definition of its goals and methods to the compilation of insights that would drive the squads' decisions; structuring interview scripts according to our needs, recruiting users, leading the sessions and analyzing findings.

Supported the design system team throughout the migration of our shared assets from our toolkit (Sketch + InVision + Abstract) to Figma

### **Growth Designer Intern @ Cobli** | DEC 2018 — JUL 2019

Crafted experiments with landing pages and multi-channel communication in the context of a growth-driven team, aiming at usability and conversion improvements

Created promotional material for both print and digital media, including graphic signalization for offsite events and digital retargeting ads

## Education

### **University of São Paulo (USP)** | 2015 — 2021

Bachelor's degree in Design

## Skills

Problem-solving focused collaboration

User outcome-driven design

User research in depth

Usability testing

AI proficiency, including prototyping

Low & High-fidelity mock-ups