

# Letícia Simões

Product Designer | UX/UI Designer @ Montréal, Canada

+1 (438) 938-1781

With over 6 years of experience in UI/UX, responsive web and graphic design, my goal is to build great experiences through user-centric approach based on research and data analysis.

## Education

**University of São Paulo** 2015 – 2019  
(USP)

Bachelor's degree in Design

## Skills

Design thinking methodology  
User-centered design  
Outcome-driven design  
User research in depth  
Responsive design  
Wireframing  
Low-fi & Hi-fi prototyping  
Design systems  
Usability testing  
Product Development  
Graphic design  
Illustration

## Tools

Figma  
Sketch  
Zeplin  
Invision  
Abstract  
Git  
HTML/CSS  
Amplitude  
Google Analytics  
Adobe Suite

## Experiences

**UX Designer @ GoTo**

**DEC 2021 – TODAY**

- Was part of multiple interdisciplinary teams, each with a different focus within our Contact Center as a service context
- Handled end-to-end feature development, facilitating many dynamics with different stakeholders – each with their own goals and outcomes
- Helped with different initiatives to enhance and standardize our process as a UX org among a huge, world-wise distributed team

**UX/UI Designer @ Paradigm**

**OCT 2020 – DEC 2021**

- Worked among multiple teams and their Product Managers, Developers and QA Specialists, focusing at each product's roadmap and development
- Presented UX research guidelines for the company and its customers drawing them to access our creative team's services
- Facilitated discovery and alignment within multiple teams using design methodologies

**Product Designer @ QuintoAndar**

**AUG 2019 – MAR 2020**

- Worked in squads alongside other Product Designers, Software Engineers, QA Testers, Data Scientists and Product Managers to bring user-centered solutions facing different challenges in the lead conversion scope
- Conducted user research from the definition of its goals and methods to the compilation of insights that would drive the squads' decisions
- Designed new features for the platform from the first wireframes to the final prototypes

**Growth Design Intern @ Cobli**

**DEC 2018 – JUL 2019**

- Worked in a squad alongside Product Owners, Software Engineers, Content Strategists and Marketing Analysts to design user-centered solutions at various phases of the marketing funnel
- Designed new landing pages focused on SEO content for lead generation

**Web Design Intern @ Caelum & Alura**

**NOV 2016 – NOV 2018**

- Designed new interfaces for Alura's main site, from the wireframing and content definition phases to the final prototypes handed to the developers
- Created promotional material for both print and digital media