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,reserach and based on user-centric research and data analysis.

Education

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

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 draw-ing 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