

Letícia Simões

Product Designer | UX/UI Designer @ Montréal, Canada

438-938-1781

With over 4 years of experience in UI/UX, responsive web and graphic design, my focus is to build experiences based on user research and data analysis.

Education

University of São Paulo (USP) 2015 – 2019

Bachelor's degree in Design

Skills

Design thinking methodology
User centered design
User research in-depth
Responsive design
Wireframing
Prototyping
Design systems
Usability testing
Product Development
Graphic design
Illustration

Tools

Figma
Sketch
Zeplin
Invision
Abstract
Git
HTML/CSS
Amplitude
Google Analytics
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects

Experiences

UX/UI Designer @ Paradigm OCT 2020 – TODAY

- 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; structuring interview scripts, recruiting users, leading the study session and transcribing its findings
- 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
- Conducted tests on multiple landing pages aiming usability and conversion improvements

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

Graphic Design Intern @ superbacana+ AUG 2016 – NOV 2016

- Created promotional material for both print and digital media advertising events and workshops hosted at the studio
- Conceived graphic signalization systems for offsite events