Letícia Simões

Product Designer | UX/UI Designer @ Montréal, Canada

438-488-3790

With over 3 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-dept
User interface design
Wireframing
Prototyping
Design system
Usability testing
Product Development
Graphic design
Illustration

Tools

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

Experiences

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 according to the necessities, recruiting users, leading the study session and transcripting its findings
· Designed new features for the platform that would meet user's and business' needs from the first wireframes to the final prototypes

Growth Design Intern @ Cobli   **DEZ 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 icons to represent each one of the technology courses taught at the platform, using Git to upload them to the correct directories
· Designed content material for inbound marketing initiatives
· 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
· Enhanced images taken at the events and workshops
· Conceived graphic signalization systems for offsite events