

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 our needs, recruiting users, leading the study session and transcribing 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

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 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 events and workshops
- Conceived graphic signalization systems for offsite events