

Bettina Martins D'ávila

Senior/Lead Product Designer

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Hello 🙋

I'm a Senior Product Designer with 9+ years of experience currently based in Portugal. She/her/hers are my pronouns and I enjoy exploring opportunities for social and cultural empowerment.

STRENGTHS & INTERESTS

User Experience

Methodologies and frameworks, problem framing, ideation, iteration, design QA, design hand-off

User interface

Design systems, grid systems, micro-interactions, adaptive design, scalability

Product management

Strategic thinking, UX roadmap, project documentation, user stories

Frontend development

HTML, CSS/Sass, Javascript

LANGUAGES

🇵🇹 Portuguese (native)

🇬🇧 English (fluent)

🇫🇷 French (fluent)

🇪🇸 Spanish (fluent)

🇩🇪 German (basic)

EXPERIENCES

Senior Product Designer | [Mozza](#)

Remote | August 2022 Current

Mozza is a crew of product strategists and designers. Currently working on a new project for [Snipfeed](#), a monetization platform for content creators.

Product Design Manager | [Doctolib](#)

Paris, FR | July 2021 – June 2022 1 year

Doctolib is the leading e-health service in Europe. I started off as a Senior Product Designer, improving the prescription modules for practitioners in France and Germany (B2B platform). 6 months later, I became manager of my own peers, a team of 9 product designers based in Paris. My main missions were to help the team grow & build the product design strategy at Doctolib.

Senior Product Designer | [AB Tasty](#)

Paris, FR | July 2018 – June 2021 3 years

AB Tasty is an all-inclusive B2B/SaaS tool for website and conversion rate optimization. I worked with a portfolio of clients from Europe, US and Asia, such as Sephora, McDonalds, L'Oreal and Europcar, designing end-to-end experiences and features in our platform to help clients convert more. I also evangelised design as a process by giving talks, workshops, and leading a UX training course for all non-designers in the company.

EDUCATION

Master of Arts in Media and Communication and Sociology

University of Leicester, UK (2016–2018)

Bachelor of Arts in Graphic Design

Universidade Federal de Santa Catarina, Brazil (2008–2013)