THAIS BALTAZAR

UX/UI DESIGN
UX RESEARCHER
COPYWRITER

S E O

S T O R Y T E L L I N G

C R M

P H Y T O N
S Q L
J A V A
P O W E R B I

T O E F L (C 2)

As a skilled UX researcher and product strategy,
I work to translate the multilayered needs of users into actionable insights.
I have 5 years of professional practice in the digital field, helping to create human-centred,
seamless and engaging experiences across multiple touchpoints.
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Specialities and interests:

Research, ideation
Design Thinking methodology and its methods.
Work with designers to create concepts and turn them into user flows, information architecture and wireframes.
Crafting of full reports and presentations.
Interested in Lean and Agile methodologies.

Phone: +55(21) 99727-6679
E-mail: tfbaltazar@gmail.com
LinkedIn: https://bit.ly/3steefU
Brazil - Rio de Janeiro

WORK EXPERIENCE

SOTREQ S/A - CX ANALYST -03/2021- PRESENT

- Worked with partners, writers, auditors, on developing the strategy, design execution and collaboration across teams to develop better experiences to support quality in our product.
- Responsible for decomposing the product's high-level vision and roadmap into detailed, prioritized user stories used to collaborate with the Scrum team, Directors and Consultants in execution of the vision. I represent the voice of the customer, the expert on the product, and accountable for the delivering the vision and the value of SOTREQ to the market.
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- RESPONSIBILITIES:
- -Synthesize customer feedback from multiple sources and incorporates it into the product to deliver increased value to the market
- A go-to expert for tackling data-related contexts ranging across addressing small to large data sets to structured/unstructured or streaming data.
- -Lead and directs the team towards the goals and achievements
- -Defend the integrity of the sprint goal and the committed work
- -Provide quick, day-to-day, just-in-time decisions to business level questions for consulting and legal team.

EBRO CONSULTORIA E CORRETAGEM DE SEGUROS MARKETING ANALYTICS & DATA CONSULTING - 08/2019- 03/2021

• Worked with the Digital media teams to develop measurement action plans for online media campaigns
• Delivered regular reports to gauge effectiveness of online search, display advertising campaigns on the site/engine, placement/keyword, and creative levels.
• Monitored and analyzed media campaign performance and provide strategic insights and campaign recommendations for optimization.
• Analyzed Web site behavior using Web analytics tools to determine areas of site improvement.

ASSOCIAÇÃO DE POUPANÇA E EMPRÉSTIMO (POUPEX - FHE) - FINANCE MARKETING ANALYST - 02/2018 - 04/2019

- Support business units planning and forecasting processes including monthly and major.
- Forecasts, Strategic Plan, and Annual Operating Plan
- Analytical support on business results and achieving financial targets via data-driven insights and recommendations
- Strategic planning, modeling, analytics and preparation of management summaries/ presentations
- Tracking and strategic influencing of business partners for fixed costs
- Reporting of actuals vs. budget on fixed costs
- Cross-category analytics on pricing actions/sensitivities
- Provide linkage to enterprise-wide process improvement initiatives and leverage best practices to improve, streamline and harmonize internal practices
- Simplification on complex and detailed excel spreadsheets
- Significant ad hoc opportunities for leadership and analytics

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FORMAÇÃO ACADÊMICA

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IBMEC - B.A.
BUSINESS ADMINISTRATION

PUC RS - MBA
Business Intelligence ;Business Analytics and Data Science.

EDUCATION & TRAINING

- -

TOEFL - 2019

INBOUND MARKETING - HUBSPOT

SEARCH ENGINE OPTIMIZATION (SEO) - ROCK UNIVERSITY
COPYWRITING - ROCK UNIVERSITY
CURSO DE REVISÃO DE CONTEÚDO PARA WEB - ROCK UNIVERSITY

PIXAR IN A BOX- THE ART OF STORYTELLING - KHAN ACADEMY

FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN - GOOGLE
MOBILE ACADEMY

BOOTCAMP INTENSIVO DE UX UI DESIGN - IRONHACK

VBA EXCEL - 60H
MICROSOFT POWER BI - 10H
PHYTON - 30H
C, C+, C++ E C# - 60H
MICROSOFT SQL - 30H
MICROSOFT SERVER -30H
JAVA- 30H

LEADERSHIP PRINCIPLES - 20H
HARVARD BUSINESS SCHOOL ONLINE

ENTREPRENEURSHIP IN EMERGING ECONOMIES – EDX FOR
BUSINESS – 20H