

NATHÁLIA XAVIER

Brazilian, based in Amsterdam

nathaliazxavier.com | nathaliazxavier@gmail.com | 31 6 84888457

SUMMARY I love to design digital products, to make them both easy and delightful to use. I've been working with UX design for more than 7 years, exploring user research, information architecture, prototyping, experiments, metrics, front-end development and more.

WORK HISTORY

TRIPANEER | 2017 - present, UX designer

Tripaneer connects travellers with retreats/schools that have unique experiences. In my first year there, I worked focusing on the final customers, understanding their needs, designing and implementing experiences on the e-commerce, increasing the conversion rate. After that, I worked on the internal platform, understanding the partners (supply) and internal users (operations, customer service, etc.) needs, designing and implementing new tools to improve their productivity, providing autonomy for the partners to manage their accounts, and improving the mobile experience.

OMEGATEL | 2016 - 2017, product designer

At Omegatel, I worked mostly with product design, but also graphic design and front end development. There, I designed a product called Focus, which was used by the Court of Audits to improve their process. It gathered useful information for the audits, provided tools to measure and manage the processes and created standards for different sectors to work on the same platform. I also designed a product for education with adaptive tests. It uses a statistical methodology to bring educational institutions better results with shorter exams.

LATITUDE14 | 2012 - 2016, interaction designer

At Latitude14, I worked with user-centered design techniques such as user research, interviews, personas, questionnaires, benchmarking, usability testing, card sorting, heuristic evaluations, prototyping, UI design and also front-end development for several clients with different goals. There, I redesigned a social monitoring application called Planeta Y focusing on usability, reduced the customer calls from Bonsucesso Bank through the customer service page redesign, and create a tool for a printing services company called Novo Mundo from scratch that was able to improve their productivity.

DITO INTERNET | 2011 - 2012, Ux design intern

At Dito's, I had my first professional experience with digital products, agile methodology and metrics. I enjoyed measuring the impacts of design decisions on a large user base, receiving user feedback and improving the apps as they grew. Some of my achievements there include improving the subscription rate of their main product through experiments in the homepage and designing a newsletter with their best ever conversion rate at the time.

IMAGE DESIGN CENTER | 2010, editorial design/illustration intern

At the Image Design Centre from my university, we collected the students', ex-students' and teachers' productions on comics/illustration and compiled them into zines. I worked collecting and arranging them, creating some of the magazine's layouts and drawing a few amateur comics myself. On another project, we created an animation through Rotoscoping - drawing the frames on of the animation top of a movie recorded in University in the 70s, and then restyling and reinterpreting it.

EDUCATION Master's Degree in Interaction Design | 2013 - 2015 - Pontifical University of Minas Gerais (PUC Minas)

Bachelor's Degree in Graphic Design | 2009 - 2012 - Design School at Minas Gerais State University (UEMG)