



Miami Beach, Florida



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## SUMMARY

Passionate about user centered design, my focus is to leverage user engagement and retention. Experienced in the fields of user testing, prototyping, product ideation, and strategies for conversion. My +8 years of front-end web experience, taught me to align technical capabilities with users' needs & desires, resulting in rich consumer experiences and pages that convert. With a problem-solving mindset, I create designs that are aesthetically pleasing, technically refined, and easy to use.

## SPECIALIZATIONS

User Flows • User Stories • Personas • Wireframes • Mock-ups • Responsive Design • Prototypes • Style Guides  
**A/B Testing • Google Analytics • Product Design • Scrum/Agile • Usability Testing • User Experience Development**  
Graphic Design • User Research • Web Design • Apps Redesign

## WORK EXPERIENCE & ACCOMPLISHMENTS

### Boats Group, Miami

Boats Group is an advertising and software company for the marine industry with niche titles: YachtWorld, BoatTrader.com, and boats.com combined 10 million monthly viewers, 11 languages.

### UX/UI Designer & Frontend Developer

05/2019 - PRESENT

- Define user requirements and build storyboards, wire-frames, user flows, prototypes, and high fidelity mocks optimized for a wide range of devices and interfaces, to demonstrate interaction concepts for the apps and portals;
- Combine the design-cycle with front-end development breaking into components and building code for each piece, creating elegant and engaging website experiences;
- Design a consistent mobile app across different platforms without sacrificing the brand;
- Produced a design guide that is flexible across multiple platforms and positioned the company's brand effectively on each platform;
- Conducted extensive user research to transform inputs and behavioral data into design insights that leveraged product page engagement;
- Ideated and developed A/B tests for the product details page targeting the email lead form. The variation boosted the conversion rate by 2.5%, resulting in more leads;
- Designed and A/B tested an iteration of the search results page. The variation augmented time on page by 18% and maximized product page views by 10%;
- Executed extensive user research to recreate a single step funnel checkout (for sale by owner) into an intuitive multi-step process. The result rocketed the desktop conversion rate, boosting the number of products listed for sale by owners.

## Website Implementation Specialist – Boats Group

04/2018 – 05/2019

- Managed the delivery of over +45 fully responsive websites within a year in an Agile/Scrum environment. Handled projects from the ideation phase to design and development in a WordPress platform. Trained clients to use the system;
- Executed accessibility diagnostics of websites and implemented –design and HTML– changes to pass accessibility tests;
- Provided detailed analysis of SEO performance of +40 websites, tailoring written content, meta tags, ALT tags, and keywords. Implemented the changes and achieved better allocation of those businesses on search results pages within 6 months;
- Designed new responsive WordPress templates for our clients to choose from, expanding sales adoption with modern and clean templates for new customers;
- Played a key role by executing branding, logo, and product redesign for website clients.

## Eco Suites Hotel, Brazil

### Product Designer

01/2013 – 10/2017

- Led the user research and gathered requirements for a competitive hospitality booking website facing problems with conversion and retention. Interviewed guests to find pain points and friction areas of the website. Designed for layout adjustments based on interview findings and website survey results;
- Developed a new intuitive website (bootstrap/JS) with an integrated booking reservation system on the cloud. The new website boosted the conversion rate by 18% within one year.;
- Produced and executed seasonal marketing campaigns, increasing revenue year over year. Created original SEO content and implemented semantic HTML;

## EDUCATION

### SENAC, BRAZIL

DIGITAL DESIGN PROGRAM – 2015

- Psychology of colors and typography applied to digital products.
- Universal principles of design.
- Adobe Cloud program (InDesign, Illustrator, Photoshop)

## TECHNICAL SKILLS

**Software:** Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma, Sketch, GitHub, Google Optimize, Hotjar, Jira, Optimizely, Sketch, Visual Studio.

**Coding:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, CSS Grid Flexbox, Less, Semantic UI.

## CERTIFICATES

**IBM** – Enterprise Design Thinking (10/2020)

**Google** – UX Design Specialization (04/2021)

## LANGUAGES

**English** – Native or Bilingual Proficiency

**Portuguese** – Native

**Spanish** – Advanced