

Yuri | Product Designer

SUMMARY

Senior UX/UI Designer with 12+ years of experience leading end-to-end design processes, aligning user needs with business goals, and delivering intuitive, high-impact digital experiences. Strong ability to collaborate with stakeholders, define design strategies, and translate complex requirements into clear, user-centered solutions.

Highly skilled in creating user flows, wireframes, prototypes, and high-fidelity interfaces using Figma, FigJam, Miro, Axure, Photoshop, and Illustrator. Data-informed decision maker, leveraging tools such as MS Clarity, Hotjar, Google Analytics, Looker Studio, and UsabilityHub to optimize product performance and user engagement.

Experienced in Agile environments (Scrum/Kanban), mentoring junior designers, and contributing to scalable design systems across multidisciplinary teams. Brings foundational knowledge of HTML, CSS, JavaScript, and Bootstrap to streamline collaboration with development teams.

C1 English level, with proven experience working in international and cross-functional settings.

CORE SKILLS

- | | | |
|--------------------------------|---------------|---------------------|
| • Product Design | • UX Research | • MS Clarity |
| • UX/UI Design | • HTML | • Hotjar |
| • User Experience Optimization | • CSS | • Jira |
| • Design Systems | • JavaScript | • Confluence |
| • Prototyping | • Bootstrap | • Notion |
| • User Flows | • Figma | • Usability Hub |
| • Agile Methodologies | • Figjam | • Google Analytics |
| | • Miro | • Looker Studio |
| • Team Leadership | • Kanban | • Axure |
| • A/B Testing | • Scrum | • Adobe Photoshop |
| | | • Adobe Illustrator |

WORK HISTORY

XXXXX

Senior Product Designer

Nov 2024 - Present

- Project: - Sears Home Service
- Design intuitive interactive flows and prototypes for internal tools and service platforms.
- Build and maintain responsive Webflow pages to support key product and marketing initiatives.
- Establish and oversee a UXQA process in collaboration with the development team to ensure high-quality implementation of designs.
- Create, document, and evolve components and UI elements within the design system to promote consistency and scalability across products.

XXXXX

Senior Product Designer

Mar 2023 - Nov 2024

- Optimized chatbot flows through iterative, data-driven analysis, significantly reducing the need for human-assisted service. Responsibilities included evaluating user interactions, proposing targeted improvements, and validating enhancements with analysts in a controlled environment. Key achievements:
- Streamlined the flow for contracts in progress, improving user navigation and completion rates.
- Implemented segmented handling for offer rejections, resulting in more personalized and effective user responses.
- Integrated and consolidated customer debt information, simplifying negotiation processes and improving clarity for end users.
- Enhanced the billing narrative to increase user comprehension and reduce friction.
- Additional results and leadership impact:
- Increased email marketing click-through rate by 16% through A/B testing of automated email flows using RD Station.
- Provided technical leadership and task prioritization for a team of 4 UX designers, ensuring smooth workflows and timely project delivery.

Tupperware US

Senior UX UI Designer (Contractor)

Dec 2023 - May 2024

- Led a comprehensive rebranding initiative for US & Canada e-commerce, identifying specific sections within the stores and implementing strategic changes to boost their performance.
- Developed a scalable Design System for US & Canada e-commerce, streamlining design workflows and reducing development time.
- Improved user experience for EU stores by designing and implementing new interfaces.

- Created high-fidelity, interactive prototypes for Tupperware customer and consultant journeys.
- Utilized MS Clarity to identify website usability issues and created an actionable improvement list, leading to an improvement in page load time and accessibility.

Superlógica

Product Designer Specialist

Aug 2021 - Feb 2023

- Improved Credit Life Insurance subscription flow by 2000% through UX/UI enhancements on the activation landing page.
- Led the design and development of a 100% digital insurance contracting flow for condominiums within the ERP software.
- Designed and implemented functionalities for online reservation, management, and history tracking of common apartment spaces.
- Established the Design Trail model for the UX team, documented processes, standardized frameworks, and promoted good practices & research techniques.
- Mentored the design team, fostered collaboration across product squads, and provided UX strategy & insights to business stakeholders.

Oi S.A

Squad Leader | UX Specialist

May 2021 - Aug 2021

- Led and mentored a team of 6 UX Designers at Squad da Minha Oi.
- Prioritized and delegated tasks based on team member experience.
- Championed the formalization of UXQA and Handoff processes, ensuring high-quality deliverables.

Stone

Product Designer

Feb 2020 - May 2021

- Designed and delivered the Payments section for a new service system, improving operational efficiency.
- Defined metrics and optimized user experience for the Stone app's credit dashboard.
- Played a key role in creating and launching the TAG website (Stone Group's receivables register).
- Designed and implemented solutions for first access recovery within the Stone app.

Allied Tecnologia S.A.

UX | UI Designer

Mar 2016 - Feb 2020

- Managed UX/UI and continuous improvement for online stores of major operators (TIM, Oi, Claro).

- Co-created the rebranding of the new Oi online store and implemented UX/SEO improvements.
- Designed and managed the UX/UI for mobcomstore.com.br, driving sales through optimizations.
- Created interactive prototypes for Allied applications and internal systems.
- Developed and implemented landing pages and promotional actions for online stores.

B2W Digital

Web Designer

Feb 2013 - May 2014

- Designed engaging banners, email marketing campaigns, and landing pages for major brands.
- Led the rebranding of afiliados.com.br and implemented ongoing improvements to the affiliate system.

EDUCATION

Estácio University

MBA in Project Management

Jan 2021 - Jun 2022

Veiga de Almeida University

Bachelor's in Social Communication: Advertising

Mar 2008 - Jun 2012

LANGUAGES

Portuguese: Native

English: C1