

RENATA GUIMARAES

Product Designer | UX UI | Design Lead

Portfolio: renataguimaraes.com

Linkedin: linkedin.com/in/renataux

Email: aarenataguimaraes@gmail.com

Phone/WhatsApp: [55 21 99515-9009](tel:5521995159009)

Senior Professional in Design and Technology with experience ranging from process mapping and project planning to user experience and user interface design. Proficient in user interaction workflows, requirements gathering, research, usability testing, competitor analysis, and market studies.

Proposes and advocates for evidence-based solutions using qualitative and quantitative data, user-centered design principles, and best UX/UI practices. Successfully applied these skills to projects, having worked with major companies such as Chevron, Subsea7, Arcelormittal, LG, Halliburton, Cosan, among others.

EXPERTISE

Design Strategy, Design Facilitation, Design System, Product Design, User-Centered Design, User Experience, Interface Design, Design Vision, UX Research, and Usability.

TOOLS AND FRAMEWORKS

*Figma, Adobe XD, Sketch
Design Thinking, User-centered Design, Lean UX, Lean Six Sigma, Five Elements, Double Diamond, Design Sprints, Crazy 8, Kanban, Scrum, Agile, Python, C++, SQL, Data Analysis.*

WORK EXPERIENCE

Indux Digital (05/2020 - Now) • Product Design Lead | UX Designer

Creation of digital products with a focus on usability and user-centered design. Overseeing design stages and defining the product vision. Generating concepts and fostering innovation, developing design plans to ensure efficient and effective team operations. Proficient in UX/UI, data visualization design, wireframes, and high-fidelity prototyping. Conducting user research and feedback analysis to uncover valuable insights and predict user behavior. Also, conducting and analyzing validation tests.

Psion SaaS (11/2023 - 05/2024) • Product Design Lead

Leading a team in designing a Software-as-a-Service (SaaS) application for psychologists, I utilized a blend of technical expertise, user empathy, and strategic thinking. I guided the team through various stages, including requirements gathering, user research, wireframing, prototyping, and usability testing. Our design decisions were aligned with business goals while prioritizing user needs. We rigorously tested and refined the UX to ensure a seamless experience for end users. Additionally, we focused on creating an intuitive and visually appealing SaaS UX interface, enhancing workflow efficiencies, animations, accessibility, and readability.

CTI CoopTech (12/2013 - 12/2018) • Product Owner | Requirements

Consulting, requirements gathering, user stories, analysis and modeling, process design in the IT field, product backlog management, and documentation creation: technical and functional specifications for ERP systems.

Laboris Consultoria Ltda. (01/2010 - 03/2012) • IT Process Consultant | Project Manager

Designed and modeled processes for the Esso gas stations rewards program from Brazil. Conducted business rules analysis, gathered requirements, performed BPM process modeling, created project plans, defined user flows, prototyped the platform, conducted testing, and facilitated stakeholder communication.

Newage Software S/A (02/2005 - 12/2008) • Business Consultant | Systems Analyst | Developer

Experienced in analyzing business rules and gathering requirements. Proficient in project planning, implementation, testing, and conducting training for team members. Skilled in system development.

EDUCATION

- M.B.A. - Big Data - UNIBF;
 - Postgraduate Degree in Statistics - UNIBF.
 - Bachelor's Degree in Design - UVA.
-

CERTIFICATES AND COMPETITIONS

- Design Leadership Certificate - PUCRS (In Progress)
 - Google User Experience (UX) Design Professional Certificate
 - UX/UI Designer - EBAC
 - User Research and Design - Minnesota University
 - Scrum Fundamentals Certified (SFC™)
 - Certified Lean Six Sigma Yellow Belt™ (ICYB™)
 - 1st Place - UX Competition for Women with over 600 participants at British School of Creative Arts and Technology.
 - The Foursales Company - High Logical Reasoning Certificate - Among the top 20% professionals in the market.
-

COURSES

- Designing Interfaces with Adobe XD and Figma - UI/UX - Udemy Academy
 - UX Metrics - PunkMetrics
 - Data Visualization and Information Design (Domestika)
 - Data Scientist Certification - Udemy
 - Project Management - Bradesco Foundation Project
 - Scope Management - FGV
 - IT Management Fundamentals - FGV
-

SOFT SKILLS

- Continuous learning and updating.
 - High adaptability to new tools.
 - Belief in user experience as a value generator for digital businesses, where empathy is key.
 - Ability to deal with new scenarios, adverse situations, and different personalities.
-

LANGUAGES

- Intermediate English B2
- Basic Italian