



Letícia Simões

UX/UI Designer @ Montréal, Canada

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Over 6 years of experience with user-centric approaches, wireframing, and high-fidelity prototyping. Focused on collaborating in multifaceted trio teams and driving product success through design thinking methodology.

Education

University of São Paulo (USP) 2015 — 2019

Bachelor's degree in Design

Skills

Problem-solving focused collaboration
Design thinking methodology
User outcome-driven design
Strategic communication
User research in depth
Quantitative & Qualitative analysis
Usability testing
Wireframing
Low & High-fidelity prototyping
Responsive design
Web accessibility guidelines knowledge
Graphic design
Branding
Illustration

Tools

Figma
Sketch
Figma AI
Zeplin
Miro
Abstract
Git
HTML/CSS
Mixpanel
Amplitude
Google Analytics
Adobe Suite

Experiences

Senior UX Designer @ GoTo DEC 2021 — TODAY

- Led product trio collaboration based on UX outcomes in order to guide our product development and metric definition so that we deliver user-centric value
- Handled end-to-end feature development, facilitating ideation, prioritization and alignment dynamics with different stakeholders
- Documented and shared industry knowledge among peers, exposing new colleagues to the product and enabling an ever-growing team to navigate its intricacies and intersections between the teams involved
- Conducted user research alongside our dedicated team to both generate shareable user insights on the user journey and validate our prototypes

UX/UI Designer @ Paradigm OCT 2020 — DEC 2021

- Set the course for user experience focused-collaboration among the multiple technical teams, establishing design thinking methodologies as part of the feature development process
- Disseminated UX research guidelines across the company, drawing teams to access our creative team's services sooner in their process
- Advocated for design systems as the key to standardize and speed up front-end work, starting by organizing and maintaining a base component library adapted to each product's needs

Product Designer @ QuintoAndar AUG 2019 — MAR 2020

- Crafted new multi-channel experiences targeting growth opportunities alongside multidisciplinary teams, always testing and evaluating findings after each iteration
- Designed new features for the platform that would meet user's and business' needs from the first few wireframes to the final prototypes, always coming to terms with the stakeholders involved
- Conducted user research routinely from the definition of its goals and methods to the compilation of insights that would drive the squads' decisions; structuring interview scripts according to our needs, recruiting users, leading the study session and transcribing its findings
- Supported the design system team throughout the migration of our shared assets from our toolkit (Sketch + InVision + Abstract) to Figma

Growth Designer Intern @ Cobli DEC 2018 — JUL 2019

- Crafted experiments with landing pages and multi-channel communication in the context of a growth-driven team, aiming at usability and conversion improvements
- Created promotional material for both print and digital media, including graphic signalization for offsite events and digital retargeting ads