Larissa Brancalhão

Product Designer

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PROFILE

I am a Product Designer with 2,5 years of UX design experience. Before transitioning career, in 2019, I worked for 7 years as a journalist and content producer for tech and business market. My ambition is to make a positive impact on people's lives by building products through user-centred design and interdisciplinary teamwork.

I'm studying to improve my skills as a UX Researcher and develop my experience with Design Leadership and Governance. This includes a Master's degree and also an extensive practice in building digital products (from concept to prototypes and production), working in Agile teams, and collaborating closely with designers, business analysts, developers, and product owners.

SKILLS

- UX (User Experience)
- UI (User Interface)
- Usability Testing
- Design Thinking
- Prototyping
- Wireframing
- Discovery and Research
- Product Design

TOOLS

Figma • Adobe Creative • Miro • Hotjar • Maze

EXPERIENCE

Cielo *March/2022 – Current (São Paulo, Brazil)*

↳ **Product Designer – B2C/B2B**

- Work closely with PM, PO, Devs and the Product Team to develop **user's journey** on onboarding, checkout and payment flows end-to-end, taking an **Agile** approach.
- Contribute to strategic decisions around the design direction of the digital product by taking into consideration the users and business goals.
- Lead **UX decisions** based on psychology laws of UX and on Design Thinking methodology – empathy, ideation, low and high-fidelity prototypes (Figma), teste and iterate.
- Coordinate usability tests, interviews and surveys with users during **discovery** and to define improvements on the product.
- Redesign of onboarding flows in order to solve UI problems and improve checkout conversion.
- Lead visual design by delivering creative and smart UI solutions for both mobile and desktop devices, ensuring brand consistency with **design system** and a user-centred design approach.
- Management of all UX process, end-to-end, using the triple diamond methodology.
- Lead workshops and dynamics, using **frameworks** to engage team members on design process.

DOOTAX S.A. *May/2019 – Feb/2022 (São Paulo, Brazil)*
↳ UX Designer & Content Producer – SaaS B2B

- Created the **design team** and processes on company to improve user's experiences.
- Implemented a new process for client's **onboarding**, after mapping a service blueprint, creating tutorials and helping with first use,
- Planned and monitored **usability metrics** and satisfaction surveys with users, such as SUS, CES, NPS and CSAT.
- Redesigned the software's UI based on psychology laws of UX and with **user-centred design** approach.
- Prototyped low, medium and high-fidelity screens for desktop devices.
- Led **usability tests** with users to deliver a more assertive solution regarding users' experiences.
- Produced institutional content for users, such as manuals, tutorials, and **UX Writing**, treating error messages on software and help texts.

EDUCATION

MBA – UX Research and UX Design Leadership	by School of Technology from Curitiba & Toronto School of Management (BRAZIL), 2023
User Experience Specialization	by University Anhembi Morumbi (BRAZIL), 2022
UX Design Specialization	by UX Unicórnio (BRAZIL), 2021
Social Communication - Journalism	by University Metodista (BRAZIL), 2016

TALKS

- Speaker at UP Digital Summit 2022
- Speaker at 1st Pecha Kucha Night, for @agarotadeproduto YouTube channel (2022)
- Lead Workshop – Design Maturity for Konectah design team (2022)

ARTICLES

- **Yes, usability and mental health are connected**
  Published article at UX Collective Brazil – Jun/2022
- **How journalism prepared me for a UX Designer career**
  Published article at UX Collective Brazil – Apr/2022