# Ana Elisa Alves

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## Executive Summary

Highly skilled Product Designer with over 6 years of experience in the digital product design space. Specialties include user research, prototyping, wireframing, and usability testing. A dedicated innovator recognized for creating exceptional user experiences and collaborating effectively with cross-functional teams to achieve business goals and enhance user satisfaction.

**Highlights**

- Led design efforts for Brilliant Machine, enhancing SaaS solutions for B2B clients, contributing to a growth of over 30% since joining the company.
- Successfully guided the Product Discovery phase, aligning projects with user needs and business objectives.
- Established and maintained Design Systems, ensuring brand consistency and efficient collaboration across teams.
- Managed end-to-end design processes, resulting in improved user satisfaction and increased client retention.
- Recognized for effective communication and leadership skills, managing teams and aligning project goals with client expectations.
- Led workshops and lectures at Inspira Design for over 4 years, fostering stronger connections between university students and industry professionals to enhance educational and community relationships.
- Fluent in Portuguese and English with proficiency in Spanish and basic knowledge of Italian, facilitating seamless communication in diverse environments.

## Professional Experience

**Brilliant Machine, Rio de Janeiro**
*UX/UI Designer*                                                                                          **03/2023-Present**

- Spearheaded design efforts for Facility Grid, a key American B2B client, driving the development of innovative SaaS solutions that contributed to a 30% company growth.
- Led the Product Discovery phase, guiding projects from concept to delivery, which enhanced user satisfaction and alignment with business goals, resulting in a 20% increase in user engagement.
- Developed and maintained comprehensive Design Systems, ensuring brand consistency across all digital touchpoints and improving team efficiency.
- Implemented advanced prototyping techniques using tools such as Figma, Photoshop, Illustrator, Jira, and Confluence, leading to a 15% reduction in time-to-market for new features.
- Effectively communicated design and technology advancements to stakeholders, aligning project visions with company objectives and enhancing stakeholder buy-in.
- Drove cross-functional collaboration, optimizing workflow and ensuring seamless integration of user feedback, which boosted overall product quality and user retention.

**Ana Deccax, Rio de Janeiro**
*UX/UI Designer*                                                    **09/2021-03/2023**

- Designed visually captivating and user-friendly interfaces for B2B and B2C clients, leading to a 25% increase in user engagement and client satisfaction.
- Developed compelling visual elements, including brand identities, illustrations, and graphics, which strengthened brand messaging and enhanced market positioning.
- Implemented user-centric design principles, resulting in consistently engaging digital experiences that improved user retention rates by 15%.
- Led design projects from concept to completion, ensuring alignment with client goals and delivering high-impact visual solutions that drove business growth.

**Agencia Masa, Rio de Janeiro**
*Graphic Designer*                                                 **05/2021-09/2021**

- Played a key role in crafting visual identities and brand manuals, enhancing brand consistency and recognition across multiple channels.
- Contributed significantly to website development with a strong focus on UX/UI design, which improved user experience and increased site traffic by 20%.
- Produced high-quality graphical assets for social media and websites, boosting online engagement and brand visibility by 15%.
- Assisted in image editing for promotional purposes, ensuring all materials were visually compelling and aligned with the brand's identity, leading to more effective marketing campaigns.

**Search Lab & Marketagem, Rio de Janeiro**
*Web & Graphic Designer*                                           **01/2020-05/2021**

- Developed skills in UX/UI design, creating visually appealing and functional website layouts on WordPress, which improved user engagement and site traffic by 25%.
- Played a crucial role in producing graphical assets for LinkedIn posts and company websites, enhancing online presence and brand visibility by 20%.
- Implemented effective marketing strategies and SEO techniques, leading to a significant increase in website visibility and user engagement.
- Ensured all graphical assets adhered to the brand's Visual Identity Guidelines, maintaining brand consistency across digital platforms.
- Edited images for promotional purposes and formatted eBooks, contributing to the company's marketing and promotional efforts.
- Managed social media post creation, maintaining visual consistency and impact, which boosted social media engagement by 15%.

**Uniteve, Rio de Janeiro**
*Intern Social Media*                                              **03/2018-10/2018**

- Spearheaded product promotion strategies and curated engaging content for digital platforms, contributing to increased brand awareness and user engagement.
- Crafted compelling textual, photographic, and graphic content using Illustrator and Photoshop, ensuring consistent branding and messaging across social media channels.

- Managed file organization and document management, ensuring efficient workflow and organization of project-related records.
- Utilized analytics tools to track and analyze social media performance, optimizing content strategies for maximum audience engagement and reach.
- Collaborated with cross-functional teams to align social media efforts with overall marketing objectives, ensuring a cohesive brand identity across platforms.

## Education

Postgraduate Degree in User Experience Design and Beyond, Graduated: 06/2022
PUCRS – Pontifícia Universidade Católica do Rio Grande do Sul

Bachelor's Degree in Product Design, Graduated: 04/2021
UFF – Universidade Federal Fluminense

## Technical Skills

- **UX/UI Design:** Prototyping, wireframing, Design Thinking, Design System, User Flow Diagrams, User Research, Brand Design, Persona Development, Usability Testing, Product Discovery, Interaction and Visual Design.
- **Design Tools:** Figma, XD, Illustrator, Photoshop, Lightroom.
- **General Knowledge:** SEO best practices, Accessibility guidelines, Jira and Confluence proficiency, Agile Methodologies (Scrum, Sprint Planning, Daily Stand-ups, Kanban).

## Soft Skills

- **Critical Thinking:** Analyzing problems and finding innovative solutions.
- **Effective Communication:** Collaborating with multidisciplinary teams and clearly communicating ideas.
- **Problem Solving:** Identifying and solving design challenges.
- **Adaptability:** Flexibility in handling changes and new demands.

## Languages

- **Portuguese** - Fluent/Native
- **English** - Advanced (C1)
- **Spanish** - Intermediate (B2)
- **Italian** - Beginner (A2)