RENATA GUIMARAES

Product Designer | UX/UI Design | Design Lead

Portfolio: renataguimaraes.com
Linkedin: linkedin.com/in/renataguimaraesdesign
Email: aarenataguimaraes@gmail.com
Phone: 55 21 99515-9009

Senior professional in the field of product design and user experience and interface design.

Specialist in strategic design and digital interfaces, with a focus on usability, user research, and prototyping. I work fluently on end-to-end projects, from discovery to delivery, combining data and multidisciplinary collaboration for user-centered solutions. Mastery of design systems, benchmarks, competitor analysis, and UX/UI principles for evidence-based decisions.

Experience with large companies such as B2W, Chevron, Subsea7, Arcelormittal, LG, Oi, Halliburton, Estácio, 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.

FERRAMENTAS e FRAMEWORKS

Figma, Adobe XD, Sketch, Lovable, V0, Miro, Jira, Design Thinking, User-centered Design, Lean UX, Lean Six Sigma, Double Diamond, Design Sprints, Kanban, Scrum, Agile, Python, C++, SQL, Data Analysis.

EXPERIÊNCIA PROFISSIONAL

Indux – 06/2023 to present • Product Design Lead | DaaS Contractor
I create digital products end-to-end with a focus on usability and user experience. I lead design teams working with UX/UI, prototyping, data visualization, deep research, and metrics to guide decisions. I conduct validation tests with real users and transform insights into effective solutions for Marketplaces, Apps, and Websites.

Mulheres de Produto – 08/2024 to present • UX/UI Design Mentor
As a volunteer UX/UI Design mentor, I contribute to inclusion and diversity by supporting women in building confidence and skills to work in the field. I offer personalized guidance focused on user-centered design, usability, industry trends, and professional growth.

Psion (11/2023 – 05/2024) • Product Design Lead | DaaS
I led the design of a SaaS app for psychologists, combining strategic vision, empathy, and technical knowledge. I coordinated the team through all stages, from requirement gathering to usability testing, ensuring an intuitive, accessible interface aligned with user needs and business goals.

Self-employed (12/2018 – 01/2023) • UX/UI Designer | Web | Apps | Digital Products
As a freelance UX/UI designer, I worked on developing intuitive and visually appealing digital experiences for web, apps, and digital and physical products. From user research to prototyping and testing, I conducted the entire design process focused on usability, accessibility, and aesthetics. I worked on projects with stakeholders such as Colcci, Instituto Tela, and the Brazilian Army.

CTI CoopTech – 12/2013 to 12/2018 • Product Owner | Requirements
I provided consulting, gathered requirements, wrote user stories, conducted analysis and modeling, and designed processes for digital products. I managed product backlogs and prepared documentation, including technical and functional specifications. I worked with companies such as Rede Record and the Archdiocese of RJ.

Laboris Consultoria Ltda. – 01/2010 to 03/2012 • Process and Product Consultant | Webdesigner | Interim PM
I designed and modeled the processes of the Esso gas station Loyalty Program. I performed business rule analysis and requirements gathering, developed the project plan, user flows, interface design, prototypes, and platform sitemap. I conducted tests and facilitated communication with stakeholders such as Cosan, LG, B2W, and Centauro.

Newage Software S/A – 01/2008 to 12/2010 • Business Consultant | Systems Analyst | DevI
analyzed business rules and gathered requirements; planned projects, participated in implementation, conducted testing, and developed and delivered training for employees. I also worked on systems development. I worked with stakeholders such as Halliburton, Chevron/Texaco, Petrobras, and Oi.

ACADEMIC BACKGROUND
- MBA in Big Data – Unibf;
- Postgraduate in Product Design – FAAL;
- Postgraduate in Statistics – Unibf;
- Undergraduate in Design – UVA;

CERTIFICATES AND COMPETITIONS
- User Research and Design – University of Minnesota
- UX User Experience Design – Google
- UX/UI Designer Career – EBAC
- Scrum Fundamentals Certified (SFC™)
- Certified Lean Six Sigma Yellow Belt™ (ICYB™)
- 1st Place – National UX Competition for Women at EBAC
- The Four Sales Company – Logical Reasoning Certificate – Among the top 20% of market professionals

ADDITIONAL EDUCATION | COURSES
- Interface Design with Adobe XD and Figma – UI/UX – Udemy Academy
- Storytelling for UX – Domestika
- UX Metrics – PunkMetrics
- Data Visualization and Information Design – Domestika
- Data Scientist – Udemy
- Project Management – Fundação Bradesco
- Project Scope Management – FGV
- IT Management Fundamentals – FGV

SOFT SKILLS
- Constant learning and updating
- High adaptability to new tools
- Belief in user experience as a generator of value for digital businesses
- Ability to handle new scenarios, adverse situations, and different personalities

LANGUAGES
- Upper-intermediate English – B2 level
- Basic Italian