

Joana Pinheiro

Product Designer | UX and UI Designer | Pixel Perfect Prototyping for Mobile and Web | Design Thinking | Design System | SaaS | Financial Products

Access here my portfolio: <https://webdesign-cro.com/portfolio-fullprojects>

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EXPERIENCE

EdgeUno — Web Designer UI/UX

Miami - USA

SEPTEMBER 2021 - Present

- **Data-Driven UI/UX Optimization:** Led design improvements grounded in data analytics and Core Web Vitals metrics, enhancing UX and visual stability on high-traffic pages to deliver a seamless user experience.
- **SEO and Targeted Landing Pages:** Developed SEO-optimized landing pages for Google campaigns, tailored to specific markets to maximize campaign impact and lead generation.
- **Design System Creation:** Built a streamlined design system optimized for consistency across products, utilizing widely adopted libraries to support cohesive branding and expedite deliverables.
- **Persona Development and Market Research:** Conducted comprehensive target market research to create personas aligned with business goals, ensuring that design decisions were user-centric and market-relevant.
- **Wireframe and UX Studies for Main Page Redesign:** Led wireframe studies and UI/UX enhancements for the main website, focusing on high UX quality and refined UI to boost lead generation and support the sales team.
- **Team Leadership and Process Optimization:** Directed a team of designers, establishing structured workflows to meet strict deadlines and consistently deliver high-quality outputs, ensuring alignment across departments.

Kolab — Product Designer

Sao Paulo - Brazil

APRIL 2021 - JUNE 2024

- Web and mobile page creation
- Development and maintenance of Design System
- UI/UX prototyping
- Client relationship management
- Development of internal processes to ensure best practices in design and product
- Communication with different departments to enhance collaboration
- Ensuring customer-centric design

SKILLS

UX Research

UI Design

SEO / CRO

HTML

CSS

JavaScript

Typescript

Design System

Responsive Design

Product Frameworks

Agile Methodology (AGILE, Scrum)

Figma, Adobe XD

Illustrator

Photoshop

Jira, Miro

Word, Excel, Powerpoint

LANGUAGES

Portuguese - Native

English - Fluent (C2)

Spanish - Fluent (C2)

French - Fluent (C1)

Pixel — *Co-founder, Product Designer, Product Manager*

Sao Paulo - Brazil

OCTOBER 2021 - JANUARY 2023

A financial startup created with the objective of helping micro and small entrepreneurs manage their finances using Open Finance. It was one of the startups selected for the StartUp Lab program by the USP Entrepreneurship Center:

- Develop product discovery strategy
- Structure market and customer research
- Recruit and conduct customer interviews
- Prototype solutions and design app UI
- Test created solutions with customers
- Measure usage and business metrics

Chuva Inc — *Internship UX/UI Designer*

Sao Paulo - Brazil

OCTOBER 2020 - JANUARY 2021

- Web and mobile page creation
- Development and maintenance of Design System
- UI/UX prototyping
- Requirements definition

Universidade de São Paulo — *Digital Product Program*

Sao Paulo - Brazil

APRIL 2020 - AUGUST 2020

- Requirements definition
- Synchronization between development team and stakeholders
- Art direction and illustrations
- Handoff to the development team
- Go-to-market strategy

École de l'aménagement durable des territoires (ENTPE) - Université de Lyon — *Internship Product Designer*

Lyon - France

MAY 2019 - JULY 2019

- Development of prototypes for user testing
- Test analysis reports and documentation
- Facilitator/Organizer of multicultural workshops
- Creation of graphic designs and interfaces

EDUCATION

MBA Full-stack - Rocketseat and Sirius — *Postgraduate Lato Senu*

Sao Paulo - Brazil

JUNE 2024 - CURRENT

Faculdade de Arquitetura, Urbanismo e Design - Universidade de São Paulo (USP) — *Bachelor's degree*

Sao Paulo - Brazil

COMPLETED IN THE 2ND SEMESTER OF 2022

Formation in Marketing Product Management - ESPM — *Certificate*

Sao Paulo - Brazil

COMPLETED IN THE 1ST SEMESTER OF 2022

DALF C1 - Advanced Diploma in French Language — *Diploma*

Sao Paulo - Brazil

ISSUED IN DECEMBER 2019

École National Supérieure d'Architecture de Lyon - Université de Lyon — *Exchange Program*

Lyon - France

AUGUST 2018 - AUGUST 2019

ETEC Professor Basílides de Godoy — *High School*

Sao Paulo - Brazil

COMPLETED IN 2014