



# Bruna Weiss

## UX Designer

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Adventurous and resourceful designer with 3+ years experience in UX design and visual design based in Vancouver. Creative thinker dedicated to coming up with questions to unravel challenges and transform them into intuitive visual solutions.

### WORK EXPERIENCE

#### Product Designer, Sherwa

May 2021 – Current (Vancouver, Canada)

- Created sketches, flow diagrams, wireframes, and mockups to deliver onboarding experience to engage and contextualize users in the app.
- Conducted user interviews and usability testing with 9 users to validate new design of Sherwa's mobile and PC desktop application.
- Conceptualized, prototyped, and designed solutions to evolve the chat and contact experience, focusing on enabling users to create successful connections.
- Used and leveraged metrics to drive product design and measure product success.
- Wrote project documentation in Jira to guide the team through development, implementation and quality assurance.

#### UX Designer, Globo

March 2020 – March 2021 (Porto Alegre, Brazil)

- Developed interactive user account management designs to comply with new regulations involving data privacy (GDPR) and prevent legal action of up to R\$50 million.
- Delivered UX artifacts like user flows, wireframes, and visual design to implement user account management on iOS and Android devices.
- Conducted UX research with usability testing for children's account creation and parental approval flow to identify pain points in the experience.
- Collaborated with two cross-functional teams using Agile/Scrum development and Design Thinking processes.

#### Visual Designer, e-Core

November 2018 – February 2020 (Porto Alegre, Brazil)

- Created visual identity, design assets and landing page for events, increasing subscriptions by 60% and attendees by 25%.
- Designed and built landing pages and websites with HTML and CSS coding to attract new leads to an IT consulting company with 250+ clients worldwide.
- Strategized brand guidelines, assets, templates, and component library to standardize the use of branding materials among approximately 300 employees.

### EDUCATION

#### Post-Degree Diploma in Web and Mobile App Design and Development

Langara College  
Vancouver, BC, Canada  
August 2022

#### Bachelor's Degree in Visual Design

Universidade Federal do Rio Grande do Sul (UFRGS)  
Porto Alegre, Brazil  
August 2019

### SKILLS

Visual Design  
UX Research  
Prototyping  
Wireframing  
User Flows  
Usability Testing  
User Interviews  
Interaction Design  
Illustration  
Graphic Design  
Typography  
Layout  
Composition  
Figma  
Sketch  
Miro  
InVision  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
CSS  
HTML  
JavaScript  
PHP / WordPress