



Bruna Weiss

Product Designer

brunaweiss.com
bruna_weiss@live.com
(236) 979-2324
linkedin.com/in/brunaweiss

Creative and resourceful designer with 4+ years of experience in product design, UX design and visual design focused on crafting seamless experiences for digital products.

WORK EXPERIENCE

Product Designer, PayByPhone

October 2022 – Current (Vancouver, Canada)

- Delivered user experience to improve and evolve B2C products with product managers and developers.
- Engaged with product designers, researchers, product managers, and developers to collaborate on new ideas and design decisions.

Product Designer, Sherwa

May 2021 – October 2022 (Vancouver, Canada)

- Conceptualized, prototyped, and designed solutions to evolve the chat and contact experience, increasing successful connections by 35%.
- 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 users to validate new design of Sherwa's mobile and PC desktop applications.
- Used and leveraged metrics to drive product design and measure product success.

UX Designer, Globo

March 2020 – March 2021 (Porto Alegre, Brazil)

- Developed interactive user account management designs to comply with new regulations (GDPR) involving data privacy 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.

Visual Designer, e-Core

November 2018 – February 2020 (Porto Alegre, Brazil)

- Created visual identity, design assets, email campaigns and landing page for events, increasing subscriptions by 60% and attendees by 25%.
- Designed and built landing pages, emails and websites with HTML and CSS coding.
- Strategized brand guidelines, assets, templates, and component library to standardize branding materials.

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

User Research
Prototype
Wireframes
User Flows
Usability Testing
User Interviews
Interaction Design
Visual Design
Mobile Design
Web Design
Illustration
Graphic Design
Typography
Layout
Composition
Figma
Sketch
Miro
CSS
HTML
JavaScript
PHP / WordPress
Stakeholder collaboration