Bruna Weiss
Product Designer

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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)

· Collaborated with product designers, researchers, product managers, and developers to successfully implement new features, resulting in a monthly revenue increase of € 38,000.

· Designed for consumer-focused experiences in web and mobile applications to evolve PayByPhone products.

· Created interactive prototypes and conducted user research from discovering opportunities to usability testing.

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 the 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

Bachelor's Degree in Visual Design
Universidade Federal do Rio Grande do Sul (UFRGS)
Porto Alegre, Brazil
August 2019

Post-Degree Diploma in Web and Mobile App Design and Development
Langara College
Vancouver, BC, Canada
August 2022

Brazilian Scientific Mobility Program in Graphic Design
Savannah College of Art and Design
Savannah, GA, United States
September 2015 to June 2016

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
Miro
HTML / CSS
JavaScript
PHP / WordPress