

Isabella Borges

Product Designer | UX/UI Designer

Salvador, Brazil
+55 71 993762310
isabellaborges.ux@gmail.com
[Portfolio](#), [LinkedIn](#)

Experience

Disparo Pro / UX/UI Designer

Feb 2024 - Present, Remote, Chapecó, Brazil

- User Research: Conduct user research and testing to gather insights on user behavior, needs, and pain points. Analyze data to inform design decisions and improve user experiences.
- Wireframing and Prototyping: Create wireframes, storyboards, user flows, and prototypes to effectively communicate design ideas and interactions. Iterate designs based on feedback and user testing.
- Visual Design: Develop high-fidelity mockups and design components that align with our brand identity and meet user needs. Ensure visual consistency across all digital platforms.
- Collaboration: Work closely with product managers, developers, and other stakeholders to ensure the feasibility and implementation of design solutions. Communicate design concepts and specifications clearly.
- Documentation: Documenting processes in Confluence
- Design Systems: Contribute to create the first design system and also maintain a cohesive design system, ensuring consistency and scalability across products.

Cubos Academy / UX/ UI Mentor

Feb 2024 - Jul 2024, Remote, Salvador, Brazil

- Mentorship: Provide guidance and support to students throughout their learning journey, helping them build a strong foundation in UX/UI design.
- Content Delivery: Conduct live sessions, workshops, and office hours to explain design concepts, tools, and industry best practices.
- Industry Insights: Share real-world experiences, case studies, and current trends in UX/UI design to inspire and motivate students.
- Feedback and Evaluation: Review student assignments and projects, offering detailed feedback to help them improve their skills.

Solvefy Cloud / Product Designer

Jul 2023 - Feb 2024 Remote, Chapecó, Brazil

- Product Ideation & Strategy: Collaborated with stakeholders to define the product vision, goals, and user needs, ensuring alignment with business objectives. Conducted competitive analysis to identify market opportunities and key differentiators.
- User Research: Led the discovery phase by conducting user interviews, surveys, and usability testing to gather insights and validate assumptions. Synthesized findings into user personas, journey maps, and actionable design goals.
- Information Architecture & Wireframing: Designed intuitive information architectures and user flows.

Skills

- Process & Collaboration:** Design Thinking, Product Growth Strategy, Agile Product Development, Facilitating Workshops, Data-driven, Stakeholder management, Documentation
- Research & Design:** Usability Testing, User Interviews, Journey Mapping, Wireframing, Prototyping, Design Systems, Visual Design, Interaction Design, Affinity mapping, Design system
- Tools:** Figma, Miro/Figjam, Notion, Trello, Confluence, HTML/CSS, Javascript, Git, Jira, Maze, Slack, Optimal Workshop, Google Forms, etc

Education

Universidade Federal da Bahia, Brazil

Bachelors of Economics
2012 - 2019

Hochschule Bremen, Germany

Exchange Program of International Global Management
2015 - 2016

Certifications

Goethe Zertifikat C1

German language certificate
2020

Languages

English (Fluent)
Portuguese (Native)
German (C1)
Spanish (B2)

- Visual Design & Prototyping: Developed high-fidelity UI designs aligned with brand guidelines, focusing on accessibility and responsiveness. Created interactive prototypes using tools like Figma or Adobe XD to communicate design solutions effectively.
- Iterative Design: Adopted an agile approach, continuously refining designs based on user feedback and team input during sprint reviews.
- Final Handoff: Delivered a complete design system and project documentation, ensuring scalability and consistency for future development. Conducted knowledge transfer sessions to align all teams involved.

Ativos Capital / UX/UI Designer

Jul 2022 - Present, Remote, Chapecó, Brazil

- Understand the product strategy and what our users need, to create solid and consistent proposals;
- Participate in product development, from discovery to implementation;
- Build connections with other areas of business, data, and marketing at all levels of the organization, influencing business decisions that advocate user-centered design;
- Partnership with Product Owner and developers;
- Help create and strengthen the design culture focusing on the user and delivering results, sharing ideas, evolving processes and vision;
- Inspiring fellow product designers by creating a high standard of quality design work
- Design and execute structured presentations, sharing new ideas or progress and how the team is solving a problem;
- Perform usability testing and other experiments;
- Creation of processes for the UX team in order to improve delivery quality;
- Prototyping, hypothesis validation, and interest in data analysis;
- Creation of flows, wireframes, interfaces, and application of dynamics with Squad and Business Area.

Scrum Master / UX Mentor

Marc 2024 - Jul 2024, Remote, Chapecó, Brazil

- Work with the Product Designer Lead and Product Owners to exchange experiences, build standards and best practices of the Scrum in the organization
- Manage Scrum framework, facilitate Scrum events and help coordinate activities between multiple Scrum Teams
- Create continuous improvement culture and support Scrum Team development needs
- Resolve cross-team impediments and blocking issues.
- Schedule and conduct meetings and ceremonies in accordance with best practices for Agile/Scaled Agile software development.
- Documentation of all of the processes of the Product Team in Confluence