



Álison Ramos da Silva

As an experienced product designer, I specialize in translating business opportunities into user-centric solutions. With over 10 years of experience, I have collaborated with numerous startups and global tech companies, enhancing their product experiences across web, mobile, and payment terminals to drive user satisfaction and business success.

CAREER HIGHLIGHTS

- **PagSeguro, 2022-2023:** Researched and designed PagSeguro's ClubePag program, impacting 17 million+ users across mobile apps, web, and payment terminals.
- **Venturus, 2020-2022:** Developed an iPadOS app for Apple, leveraging machine learning technology to empower employees and streamline their workflows, significantly reducing task completion time and enhancing overall efficiency.
- **Daitan Group, 2016-2020:** Pioneered the design and launch of a bot ecosystem and marketplace within the Symphony app, driving user engagement and expanding the platform's capabilities.

WORK EXPERIENCE

Senior Product Designer @ Encora

Feb 2023 - Present

- Played a key role in enhancing design system componentization, documentation, and microinteractions for Velocity Global, driving consistency and efficiency across products.
- Provided mentorship to designers within the company, sharing industry knowledge and guiding them towards professional growth and excellence.
- Established and led a Design Community of Practice, fostering improved communication, collaboration, and knowledge sharing among the design team to drive continuous improvement.

Product Designer Specialist @ PagSeguro

Jan 2022 - Jan 2023 (1 year)

- Researched and designed PagSeguro's ClubePag program, impacting 17 million+ users across mobile apps, web, and payment terminals.
- Leveraged quantitative data from analytics and conducted in-person customer interviews to analyze and improve design delivery, resulting in enhanced user experiences and increased customer satisfaction.
- Contributed to evolving design system components and documentation, ensuring consistency and scalability.

Product Designer @ Venturus

Mar 2020 - Jan 2022 (1 year, 11 months)

- Developed an iPadOS app for Apple, leveraging machine learning technology to empower employees and streamline their workflows, significantly reducing task completion time and enhancing overall efficiency.
- Served as the main designer in three distinct projects, delivering impactful design solutions and contributing to the success of Apple's initiatives.

alisonramos.s@gmail.com
[linkedin.com/in/alisonramos/](https://www.linkedin.com/in/alisonramos/)
+55 47 99102-7513
Limeira - SP Brazil

Industry Knowledge

- Product Discovery
- User research
- Journey Mapping
- Information Architecture
- Wireframing & Prototyping
- Usability Tests
- Analytics & Measurement
- Accessibility

Tools & Technologies

Figma - Sketch - Axure -
After Effects - Miro - Notion
Jira - Scrum - Agile

Other Skills

HTML - CSS - Javascript - Git

Language

Portuguese - Native
English - Fluent

UX Designer @ Daitan Group

Oct 2016 - Mar 2020 (3 year, 6 months)

- Successfully launched three projects in collaboration with British Telecom, utilizing Axure for prototyping and implementing usability enhancements to optimize user experiences.
- Pioneered the design and launch of a bot ecosystem and marketplace within the Symphony app, driving user engagement and expanding the platform's capabilities.
- Established comprehensive design and development standards, enabling third-party developers to create bot apps for Symphony while ensuring consistency and quality across the platform.

UI/UX Designer @ 10i9 Technology

Jan 2016 - Sep 2016 (9 months)

- Led research and design for e-commerce platforms and mobile applications across multiple platforms, driving exceptional user experiences and business growth.
- Implemented efficient design delivery process in collaboration with front-end developers, utilizing tools like Zeplin app for streamlined communication and seamless implementation.
- Revamped the design workflow by transitioning prototypes from Photoshop to Adobe XD (Project Comet), improving efficiency, collaboration, and enabling faster iterations for design improvements.

Designer Intern @ Movable

Dec 2014 - Dec 2015 (1 year)

- Designed and developed landing pages for prominent telecommunication companies in Brazil, driving customer engagement and conversion rates.
- Collaborated on online marketing design projects for leading products, such as iFood and Playkids.
- Contributed to the research phase of iFood's app redesign, working closely with the product team.

EDUCATION

Specialization in Interaction Design - UX/UI @ PUC Campinas

Oct 2019 - Apr 2021

Design Bachelor's Degree @ FACAMP Faculdades de Campinas

Feb 2012 - Dec 2015