

Jordan Silva de Sousa

UX/UI and Product Designer

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ABOUT ME

User Experience (UX) designer passionate about data and research. Worked with multidisciplinary teams on digital products, conducting user research, interviews, and usability testing. Actively engaged in UX communities and constantly evolving.

PROFESSIONAL EXPERIENCE

UX Designer, AXIA (Eletrobras) / 2024 - Present

- Designed the interface in Figma for a pioneering energy project in Brazil, projected to generate over R\$5M in returns over five years.
- Created user experiences using no-code/low-code apps, digitizing manual processes and reducing FTE.
- Standardized NPS evaluation methodology with scalability potential.
- Applied UX methods such as user journey maps, usability tests, CSD matrix, and service blueprint.

UX Designer, WizCo / 2023 - 2024

- Improved SaaS platform through advanced research and market benchmarking.
- Led workshops and storytelling sessions for design team improvement.
- Created responsive and accessible web and mobile interfaces using Figma.
Conducted usability tests and analyzed data via Google Analytics and Clarity.

UX Designer, Bradesco Seguros / Sabion Digital / 2022 - 2023

- Digitized the pension statement in the Bradesco app, impacting 190K+ users and achieving 89% approval in usability tests.
- Used and created new component for Design System and prototyping in Adobe XD.
- Enhanced Bradesco Dental purchase flow, reducing screens for over 50% of users.
- Presented projects to stakeholders and worked closely with QA for validation.

Designer, Sono Show Móveis / 2019 - 2022

- Managed tasks using Kanban and conducted regional research for marketing.
- Created online and offline visual content for multiple formats.

- Managed e-commerce platform (VTEX) and social media content.

EDUCATION

Bachelor's Degree in Advertising | Universidade Veiga de Almeida - 2018

TECHNICAL SKILLS

Software: Figma, Adobe XD, Marvel, Miro, Maze, Photoshop, Illustrator, InDesign, Premiere, After Effects

UX/Product Design: Agile Methods, Prototypes, User Flows, Style Guides, Desk Research, Personas, User Journey Mapping, Hypotheses, CSD Matrix, Ideation, Metrics, Wireframes, Quantitative and Qualitative Research, Interviews, Usability Testing

SOFT SKILLS

Aesthetic Sense, Interpersonal Communication, Teamwork

LANGUAGES

Portuguese - Native

English - Fluent (C2 Proficient - EF Education First - 2023)

CERTIFICATES

- AI for Designers - Interaction Design Foundation - 2025
- Visual Design - Interaction Design Foundation - 2025
- UI Design Bootcamp with Figma - How Education - 2023
- Design System Specialist - Meiuca - 2022
- UX Design Pocket Bootcamp - Tera - 2021
- UX Metrics - Punk Metrics - 2022
- Enterprise Design Thinking Practitioner - IBM - 2021
- UX/UI and Product Design Training - UX Unicórnio - 2021