

Luadyna (Lua) Almeida

Senior Product Designer

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SUMMARY

Product Designer with 4+ years of experience leading end-to-end design and research initiatives across fintech, government, and startup contexts. I bring a strong foundation in UX research, usability testing, and data analysis to inform strategy and execution. Known for translating complex problems into refined, scalable solutions, I thrive in collaborative, agile environments where evidence and empathy drive design outcomes.

SKILLS

Core competencies: End-to-End Product Design (Web & Mobile), B2B UX/UI Design, Design Systems (Component Creation & Maintenance), Teamwork, User Research & Pain Point Analysis, Usability Testing & A/B Testing, High-Fidelity Prototyping (Figma), Wireframing (Figma) Design QA and Handoff, Cross-Platform Design, Data-Driven Design (Tableau, Google Analytics, Hotjar), WCAG accessibility, Material Design and iOS Human Interface Guidelines

Collaboration and process: Agile & Lean UX, DesignOps, Design Thinking Stakeholder Presentations (Articulating Design Decisions), Autonomous Execution (Light-Touch Product Management)

Tools: Figma (Mastery), FigJam, Miro, Maze, Tableau, Google Analytics, Hotjar, Prototype softwares (Sketch, Adobe XD, Adobe Creative Cloud), Jira (Beginner), Firebase (Basic)

PROFESSIONAL EXPERIENCE

Product Designer

Valid – Remote

May/2024 to Present

Core Responsibilities:

Government-focused B2B product suite — Identification and operational software used across five states in Brazil.

- Designed a feature that reduced manual processing time from approximately 15 minutes to an automated 1-minute flow, significantly improving operational efficiency and user productivity.
- Partnered closely with QA and development teams during four feature rollouts, executing over five live-tested design adjustments that enhanced usability and implementation quality across platforms.
- Presented design decisions to stakeholders and collaborated closely with engineering teams to ensure design fidelity within technical constraints.
- Evolved the design system with scalable, accessible components, improving delivery speed and ensuring consistency across web, mobile, using Figma.
- Conducted usability testing using Maze and competitive benchmarking in Miro to validate flows and maintain a high usability bar.
- Designed wireframing in Figma for new concepts, delivering visually refined designs that aligned with technical feasibility and business outcomes.

Key Technologies and Tools: Design Thinking, Figma, High-fidelity, Miro, Google Analytics, Product Discovery, Google Meet, Zoom, Visual Design, UX Research, Leadership, Communication, Collaboration

Product Designer

Meutudo, Fortaleza, BR – Remote

Apr/2022 to May/2024

Core Responsibilities:

B2C fintech app helping manage new features and financial flows more intuitively.

- Designed end-to-end mobile experiences, improving onboarding completion by 23% and reducing password reset requests by 70%.
- Worked side-by-side with Product, Growth, and Engineering teams to turn vague problems into clear, testable design solutions.
- Iterated on designs based on user feedback and analytics insights to continuously improve product performance.
- Defined success metrics and validated hypotheses through usability testing using Maze and analytics to ensure measurable design impact
- Helped scale and maintain the company's native iOS and Android design systems, ensuring visual consistency and accessibility.
- Advocated for clean UX writing and microcopy, collaborating with PMs to make every interface message clear and human.

Key Technologies and Tools: Design Thinking, Figma, High-fidelity, Figjam, Google Analytics, Tableau, Google Forms, Usability test, Google Meet, Zoom, Maze, Useberry, Leadership, Communication, Collaboration, Teamwork

Junior UI/UX Designer

SellersFi, New York, US – Remote

Jul/2021 to Mar/2022

Core Responsibilities:

Global fintech platform providing financial tools for e-commerce businesses.

- Supported the redesign of SellersFi's web platform, creating cleaner, more intuitive UI patterns that improved engagement and task completion.
- Produced high-fidelity prototypes and design specs for development, balancing speed and quality in a fast-paced startup environment.
- Used Hotjar and behavioral data to identify friction points and inform product evolution.
- Partnered with senior designers and PMs from concept to delivery, learning how to balance user needs with business impact.

Key Technologies and Tools: Design Thinking, Figma, User Mapping, Site mapping, User Journey, User Flows, Hotjar, Data analysis, Behavioral research, UX Research, Communication, Collaboration, Teamwork, End-to-end, Improvements.

Product Designer Freelancer

TUPI, Fortaleza, BR – Remote

Jul/2021 to Apr/2022

Core Responsibilities:

- Led research and discovery efforts to understand product-market fit, uncovering a 93% misalignment between user interest and business direction.
- Applied service design frameworks (journey mapping, personas, business model canvas) to align user insights with strategy.
- Designed and documented end-to-end processes, ensuring clear communication and traceability between stakeholders.
- Worked autonomously in an early-stage environment — defining problems, building structure, and driving design with minimal oversight.
- Helped shape early design language and process foundations for a small but ambitious startup team.

Key Technologies and Tools: User interviews, UX Research, Desk research, Documentation, User Journey, User Personas, Affinity mapping, Discovery, Business Model Canvas, Strategy, DesignOps, Coordination, Figjam,

Design Process, Leadership, Communication, Collaboration.

EDUCATION

MBA in User Experience, User Research and Leadership

UNIFAST, Ceará, Brazil

2023 to 2024

Bachelor's degree in Architecture and Urbanism

University of Fortaleza, Ceará, Brazil

2024 to 2019

CERTIFICATES/COURSES

User Experience Design, Instituto Atlântico, Brazil

Fev/2022

UX/UI Design and Product Design, UX Unicórnio, Brazil

Jun/2021

LANGUAGES

Portuguese: Native

English: Fluent - C1 EF Certificate