Luadyna Almeida

Senior Product Designer

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SUMMARY

Senior Product Designer with 4+ years of experience in end-to-end UX/UI design for B2B fintech, government solutions, and cross-platform products. Skilled in building scalable and reusable design systems for native iOS and Android apps, ensuring WCAG accessibility, usability, and pixel-perfect design craft. Adept at conducting usability studies and leveraging data-driven insights to solve complex user challenges. Experienced in collaborating with cross-functional teams and advocating for design-driven improvements that balance business and user needs. Passionate about continuous learning, staying curious about emerging technologies, and continuously refining interaction and visual design skills.

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), 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:
- Responsible for the strategic role in the Identification vertical, including software journeys for government;
- Led product discovery for new features, improvements, and redesign of the government software;
- Creating seamless experiences through wireframes, prototypes, and detailed design specifications to guide development and ensure accurate implementation.
- Designed cross-platform flows for users, considering web experiences, totems, and apps. Articulated design decisions to stakeholders using data.
- Led design QA and usability studies to validate solutions, incorporating stakeholder feedback for pixel-perfect, user-centered outcomes.
- Applied systems thinking to build scalable and reusable components, extending the design system across web, app, and totem platforms.
- Tracking the entire product lifecycle from conceptualization to delivery, collaborating with Product Managers, Team Leaders, and developers to implement new features and improvements, and refining product strategy.

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:

- Designed mobile-first onboarding and motivational flows, improving registration completion by 23% and reducing password reset requests by over 70%.
- Conducted usability testing and data synthesis (A/B tests, remote interviews, Tableau dashboards) to uncover insights that improved engagement (+23% onboarding completion).
- Crafted wireframes and mockups for proof of concept. Created native iOS and Android experiences, aligning with platform guidelines while integrating tokens and variables for design system scalability.
- Collaborated with the design system team to build style guides, tokens, and variables.
- Partnered with cross-functional teams and stakeholders, negotiating design decisions that balanced business needs with user value.

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:

- Led the redesign of user interface elements to adhere to modern design principles and enhance user experience; meticulously crafted high-quality UI designs that optimized usability and increased user engagement.
- Developed quick mockups and high-fidelity prototypes that supported development teams.
- Analyzed user psychology via behavioral data for product evolution in Hotjar. Site mapping and user journey are included.
- End-to-end product tracking with Product Managers and senior designers, from conceptualization to delivery. Collaborating with 2+ cross-functional teams;
- Worked closely with Product Managers and developers to propose new features and improvements to web experiences.

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:

- Helped with product-market fit by discovering a lack of interest in the product by 93% of users.
- Applied service design methodologies (business model canvas, journey mapping, persona creation) to align user needs with business strategy.
- Led UX research initiatives, including remote interviews, desk research, and affinity mapping, to uncover product-market fit challenges.
- Coordinated and documented design processes and specifications, ensuring design decisions were well-communicated across stakeholders.
- Self-directed discovery and strategy alignment, demonstrating an ownership mindset with minimal managerial oversight.

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 - C2 EF Certificate