

Lais Napolitano

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São Paulo, Brazil

UI/UX DESIGNER SUMMARY

- 3 years of experience in designing intuitive, user-centered interfaces for mobile and web applications on **Figma** and **Adobe XD**.
- Designed both **web and mobile responsive** and **accessible interfaces**, improving usability across devices and demographics, and aligning designs with user needs through user personas and journey maps.
- Thrived in **fast-paced** startup environments, adapting to changing needs while prioritizing results and creative problem-solving.
- Contributed to a financial debt negotiation platform (**QuitaWeb**), handling along with peers **user research**, **wireframing**, and **prototyping**. Developed web, responsive, and simplified versions for users 50+.
- Improved a waste collection automation app (Coleta Smart) through **user interviews** and **usability tests**, adapting it for user age and education levels.

TECHNOLOGIES AND HUMAN SKILLS

Technologies: Figma, Adobe Creative Cloud

Human Skills: Prototyping (3 years), User interface (3 years), Visual Design (3 years), User experience (3 years), Wireframes (3 years), User research (2 years), Usability tests (2 years), Design System (2 years), Agile (2 years)

EMPLOYMENT & EXPERIENCE

UI/UX Designer

MOOVEFY

Jan 2023 – Present

Moovefy is a Brazilian company that develops customized digital solutions for sales automation, CRM, and B2B e-commerce to enhance business communication and management.

- Designed web and mobile prototypes for **SaaS, B2B, B2C, POS, and CRM** platforms, improving usability and engagement.
- Designed **responsive** and accessible interfaces for multiple platforms, enhancing usability across different devices and demographics.
- Developed **user personas** and **journey maps** to align design decisions with real user needs.
- Maintained scalable design systems on **Figma**, ensuring consistency across multiple projects.
- Implemented **WCAG** accessibility guidelines, making interfaces more inclusive and user-friendly.

Technologies: Figma, Adobe Creative Cloud, Figjam, Miro

UI/UX Design Intern

Mar 2022 – Dec 2022

- Designed web and mobile prototypes for **SaaS, B2B, B2C, POS, and CRM** platforms, improving usability and engagement.

Technologies: Figma, Adobe Creative Cloud

EDUCATION

PUC- Minas

UI/UX Design and Agile MBA

Belo Horizonte, MG

2023 - 2024

Unisagrado

Design Bachelor

Bauru, SP

2020 - 2022