Beatriz Ferreira
Senior UX/UI Designer

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Summary

Senior UX/Product Designer with over 5 years of experience crafting digital products that balance user needs, business goals, and technical feasibility.

- Collaborated on 12+ digital products, including 5 launched from scratch, across healthcare, finance, education, and logistics.

Professional Experience

MV, Recife, Brazil (Nov 2022 - Present) *Fulltime - Remote*

In 2022, I began my journey at MV, a multinational Brazilian company headquartered in Recife, Pernambuco, with over 37 years of experience in offering technology solutions to the healthcare sector. Within MV's diverse ecosystem, I've contributed to several verticals:

Apoio Cotações (Oct 2024 - Present)

- Designed an AI-driven interface solution for intelligent stock management and procurement in the hospital sector, to streamline hospital supply quotations, leveraging real-time market price data.
- Lead the end-to-end design process as Lead UX/Product Designer, guiding two mid-level designers.
- Collaborate with cross-functional teams (engineering, product, stakeholders) to conceptualize UX/UI workflows.
- Outcome: Prototype finalized; company in negotiations with potential customers who validated the product's value.

Maida Health (May 2024 - Oct 2024)

- Led the redesign of the customer service and ombudsman module for the iHealthEco web platform, that provides healthcare plan management technology, to Improve usability, resolve bottlenecks, and automate manual processes.
- Conducted user research to identify pain points and opportunities.
- Designed solutions using Figma for prototyping and Maze for usability testing.
- Outcome: Projected to reduce manual effort by 40% for customer service teams.

MV Bank (Nov 2022 - May 2024)

- As the sole UX/Product Designer in the founding team, I developed a Minimum Viable Product (MVP) for pilot testing with partner hospitals.
- Led end-to-end design: Conducted user research and facilitated cross-functional workshops; designed visual interfaces and workflows using Figma; collaborated in strategic planning sessions to align MVP goals.
- Outcome: The company partnered with 4 renowned Brazilian hospitals post-pilot and executed a high-value transaction during successful MVP testing.

Highlights: I was selected to join the company's CIPA (Internal Accident and Harassment Prevention Committee) panel, as an effective member.

Airbridge Language School, Rio de Janeiro, Brazil (Jan 2021 - Oct 2022) *Fulltime - Remote*

- As the sole UX Designer responsible for platform design and refinement, I led the redesign of the online learning platform, enabling students to watch recorded classes and complete exercises.
- Visual refinement and usability improvements based on critical user feedback.
- Addressed user-identified shortcomings in the original interface.
- Collaborated cross-functionally to align design updates with user needs and business goals.
- Outcome: 30%+ increase in conversion rates post-redesign and CSAT score improvement that raised from 63 to 77.

Education

UX User Experience and Human-Computer Interaction
Postgraduate degree, PUC Rio - Pontifícia Católica do Rio de Janeiro (Jan 2024).

Highlights: I received first place for my project in the UX course, in the Outstanding MVP award, competing with more than 40 students, which was presented to a panel of professors and a representative from MIT Technology Review Brazil.

Skills

Languages
English - C1 Advanced

Design & Prototyping Tools
Figma - Proficient | **Sketch** - Advanced | **Adobe XD** - Advanced | **InVision** - Intermediate

User Research & Testing
User Interviews - Advanced | **Surveys** - Proficient | **Usability Testing** - Advanced | **A/B Testing** - Advanced | **Persona Development** - Proficient

Information Architecture
Sitemap Creation - Proficient | **Wireframing** - Proficient | **User Flow** - Proficient | **Diagrams** - Proficient | **Card Sorting** - Advanced

Visual Design
Typography - Proficient | **Color Theory** - Advanced | **Layout Design** - Proficient | **Iconography** - Intermediate | **Responsive Design** - Advanced | **Design Systems** - Advanced

Project Management & Collaboration
Agile Methodologies - Advanced | **Scrum & Kanban Frameworks** - Proficient | **JIRA** - Advanced | **Trello** - Advanced | **Confluence** - Advanced | **HTML/CSS** - Basic | **Cross-functional Collaboration** - Advanced

Courses and Certifications
In the last year:

UX Design Leadership
TheStarter - Dec 2024

Design Systems: Construction, Documentation and Implementation
TheStarter - Jun 2024

UX Design for artificial intelligence (AI)
TheStarter - Apr 2024

Additional Info

- I have a passport and an American visa.
- I've been to the USA 4 times so far, where I lived for 1 year in Atlanta, Georgia and studied at Woodland Elementary.
- I provide some short mentoring for junior ux designers who are starting their careers, in my free time.

Keywords:
Product Design, Design Thinking, Interaction Design, User-Centered Design, Effective Communication, Collaboration, Empathy, Problem-Solving, Adaptability, Critical Thinking, Time Management, Attention to Detail, Creativity, Stakeholder Management, Remote Collaboration, Asynchronous Communication, Virtual Team Coordination, Digital Collaboration Tools, Self-Motivation, Time Zone Management, Autonomous Workflow, JIRA, Slack, Trello, Zoom, Microsoft Teams, Microsoft Office, Google Workspace