

Andreza Soares

Product Designer | UX/UI Designer | Service Design & Design Systems | AI-Applied UX

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End-to-end Product Designer, from problem discovery to implementation, bringing systemic vision to product strategy in partnership with PM and Engineering teams. I lead user research, usability testing, and Service Design to connect user needs with business goals, translating insights into wireframes, prototypes, and high-fidelity mockups that hold up to modern design principles and accessibility standards. I serve as a technical reference on my team, mentoring junior designers, with a strong focus on Design Systems (Figma tokens mirrored to code).

WORK EXPERIENCE

Rocketseat · Product Designer May 2022 - Jul 2026 (Full-time)

Product Designer at Brazil's largest coding EdTech (+220k users), leading discovery across critical conversion and retention flows between Product and Growth Marketing squads.

- Increased sales funnel conversion by 168% by replacing manual support with a self-checkout flow, jumping from 1.3% to 3.49% in the first week alone.
- Reduced time-to-resume-lesson by 65% (from 14.6s to 5.1s), cutting 3 steps from the flow through media-first hierarchy and narrative progress.
- Designed mobile-first components and visual solutions for purchase flows driven by paid traffic.
- Ran a parallel checkout test (control vs. variant) during Consumer Week, increasing interaction by 2.25% with the redesigned modal, unlocking the funnel's main bottleneck.
- Structured Design System documentation in Figma and Notion, accelerating execution of +45 events and +100 digital campaigns.
- Technical reference: mentored a designer for 6 months.

Castilo · Product Designer Feb 2025 – Jul 2025 (Freelancer)

Designed a B2B SaaS ecosystem for operational intelligence in the food service industry, replacing legacy systems with a solution for ingredient management and marketing performance.

- Designed 29 screens with documented components (complex tables, steppers, drawers, error states), structuring technical handoff via PRD.
- Reduced ingredient registration time by 68% (from 40min to 13min/day) by replacing the manual paper-based process with a continuous-update system.
- Projected a 20% reduction in ingredient churn and a 15% increase in average ticket by validating critical flows through usability testing on Maze.
- Built a library of complex components in Figma (tables, steppers, drawers), documenting business rules to streamline technical handoff.

WP/N · Product Designer Nov 2021 – Abr 2022

- Redesigned e-commerce product pages for national and global brands (Oster, Graco, Zorba, McCain, Tecfil, Tensor), refining visual hierarchy based on stakeholder interviews for each account.
- Designed and refined catalog and checkout interfaces for e-commerce sites and marketplaces, structuring the visual hierarchy of promotional mechanics (discount coupons, progressive combos, and margin/commercial condition calculations) to reduce cart abandonment.

PROJECTS

UFRN · Product Designer & Researcher 2025

Led the creation of a shared finance app through a 0→1 product cycle: participatory research (55.5% rated the current process as difficult), 20+ screens and a proprietary 32-token design system, with documented handoff for development and user testing.

EDUCATION

Bachelor's Degree in Design — Federal University of Rio Grande do Norte (UFRN), 2026

Google Analytics 4 (GA4) — Alura, 2026

Agentic UX & Multi-Agent Systems — TheStarter, 2026

UX/UI Designer Course — IBM, 2025

Digital Accessibility (WCAG) — Móre, 2024

SKILLS

UX Research: User Research, Usability Testing, Journey Mapping, Service Blueprint, Personas, Heuristic Evaluation

Methodologies: Design Thinking, Double Diamond, Workshop Facilitation, Agile, Scrum

Design Systems: Design Tokens, Componentization, Information Architecture, Handoff, Technical Documentation, React Native tokens

Data: Mixpanel, Hotjar, Maze, Google Analytics, Data-Informed Design

UX/UI Core: Responsive Design, Wireframes, Prototyping, User Flows, Accessibility (WCAG), Mobile-First

Tools: Figma, FigJam, Miro, Notion, Git/GitHub

Generative AI applied to Design: Figma Make and Lovable (alternative generation and rapid flow exploration), Cursor (prototyping and implementation from design), Claude

English: Advanced/C1 (reading & writing) · Upper-Intermediate/B1-B2 (listening & spoken)