

Mavi Coutinho

Product Designer

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/mavicoutinho

Product Designer with solid experience in user experience (UX) and user interface (UI) design, specializing in Product Design and design thinking. Proven track record in the e-commerce and subscription sectors, focusing on developing acquisition, retention, and subscription management flows. Extensive expertise in designing digital products for Web and Mobile App Design, leveraging cross-functional collaboration with product owners (PO), development and quality assurance (QA) teams, and data analysts to drive successful outcomes.

Education

Federal University of Espírito Santo

08/2019 - 09/2024

Bachelor's Degree in Design

- Explored historical and theoretical foundations of design across various contexts;
- Analyzed methods to enhance project representation and communication;
- Investigated dynamics of user-object-environment, focusing on materials and market relations;
- Examined artistic and industrial design, emphasizing visual communication and interface development;
- Studied spatial utilization in art to enhance personal satisfaction and design effectiveness;
- Integrated theory with practice through internships, executing targeted activities.

Experiences

Wine.com.br

07/2022 - Present

Product Designer

- Develop and maintain a scalable design system for visual consistency, aligning with the brand book to improve user experience;
- Oversee UX projects in Figma, providing comprehensive documentation for smooth handoffs to engineering teams and stakeholders;
- Spearhead research initiatives, including benchmarking, usability testing and NPS surveys, to enhance web and mobile interfaces;
- Interpret data to shape UX decisions, leveraging tools like CleverTap, Google Analytics and Redshift for analysis;
- Enhance user experience and aesthetics by applying HTML and CSS in surveys and email templates;
- Craft user flows for key app journeys, optimizing onboarding and checkout processes to increase engagement;
- Utilize design thinking methodologies to devise solutions that alleviate user pain points and improve satisfaction;
- Facilitate cross-functional collaboration with product managers and developers to synchronize project goals and deliverables while adhering to software development practices;
- Engage with stakeholders to collect feedback, ensuring design solutions align with business objectives and user needs;
- Employ user research techniques to gather insights that refine design decisions and elevate user experience;
- Implement wireframing and prototyping to visualize ideas and iterate designs based on user feedback, promoting a culture of development.

Instructional Design Lab

04/2024 - 12/2024

UX/UI Designer

- Developed the accessible web book for the Distance Education Superintendency (SEAD);
- Collaborated on improvements in reading adjustments to accommodate changes in font sizes, line spacing, word spacing, and background and text color changes, aiming to meet the criteria of the Web Content Accessibility Guidelines (WCAG);
- Participated in user research to understand the profiles served by the project, including people with disabilities (visual, auditory, motor, cognitive, and neurological) and elderly individuals.

Fiocruz

11/2023 - 04/2024

UX/UI Designer

- Conducted user research and design thinking methodologies to inform the development of a digital product for the SUS;
- Implemented agile methodologies to streamline processes and enhance team productivity during the product's development phase.

SEMPRE DESIGN

08/2021 - 01/2022

UX/UI Designer

- Collaborated with cross-functional teams during the design process, including user research, prototyping, and usability testing, for the 'Driver Analytics' project;
- Implemented agile methodologies to streamline development and adapt to changing project needs;
- Created engaging user interface (UI) designs that met project goals and boosted user satisfaction.

Projects

Octopus Dive Academy

UX/UI Designer

- Developed the Design System for the app, incorporating new components based on website references;
- Created user flows for admins, instructors, and students to efficiently manage accounts, courses, and other key features;
- Implemented a logbook for divers to record dives with photographic records, text descriptions, and QR code signatures;
- Established clear communication with engineering team during the handoff phase to enhance project success;
- Implemented real-time collaboration tools for iterative feedback and adjustments based on developer insights.

App “Minha Encomenda”

UX/UI Designer

- Developed a comprehensive Design System with components, pictograms, and colors for consistent app visuals;
- Crafted user flows including account creation, profile management, order registration, member management, resident registration, order delivery notifications via WhatsApp, and signature capture for order receipt.

PicPlants

UX/UI Designer

- Developed user flows for onboarding, trial management, subscription payments, plant queries, care, sick plant identification, and environmental matching;
- Created and evolved the Design System, enhancing visual consistency with new components;
- Led research processes to improve app flows and implement new features through quantitative and qualitative methods;
- Facilitated cross-functional collaboration to align design goals with technical requirements, optimizing the overall development workflow;
- Documented design specifications and guidelines to streamline the development process and maintain consistency across the application;

Certification

TheStarter - Advanced UX Design Courses

08/2024

Design Systems: the fundamentals of design at scale

- Design System to tackle critical business challenges;
- Financial impacts of design elements, highlighting benefits for the design team.

TheStarter - Advanced UX Design Courses

12/2023

Design Systems: Construction, Documentation, and Implementation

- UX and UI practices, emphasizing accessibility per WCAG standards;
- Processes and versions for clear and accessible documentation for the team.

Google

10/2023

Google UX Design Certificate

- Hands-on assessments to develop and enhance practical UX design abilities;
- Design process focusing on user empathy, final testing, and feedback integration;
- User pain points to inform strategic and impactful design solutions;
- Wireframes and prototypes to effectively illustrate and convey design ideas;
- Usability tests to gather feedback and improve design iterations.

Languages

Portuguese

Native

English

B2

Skills

Design

Product Design, Design Thinking, User Experience (UX), User Interface (UI), Wireframing, Prototyping, Accessibility (WCAG), Figma, Adobe XD

Collaboration

Stakeholder Communication, Teamwork

Technical

Agile Methodologies, HTML, CSS, Data Analysis

Research & Analysis

User Research, Data Interpretation