

# JULIANA GOMES PIMENTA

PRODUCT DESIGNER | UI | UX

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🌐 **Portfolio:** <https://jupimenta.com.br/>

🌐 **LinkedIn:** <https://www.linkedin.com/in/juliana-pimenta/>

## PROFILE

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Product Designer with experience in UX/UI, user research, and prototyping. My experience covers all stages of the design process, from user research and persona definition to prototyping, usability testing, and post-launch UX metrics analysis. I have a collaborative mindset and enjoy bringing teams together around practical solutions. I am passionate about coffee and technology and always seek creative ways to deliver effective and innovative solutions.

## PROFESSIONAL EXPERIENCE

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### ■ UX/UI Designer

Leaf

**2025 - Current**

- High-fidelity interactive prototyping in Figma.
- User research and persona definition.
- Experience in discovery and benchmarking.
- Design Systems creation.
- Journey mapping.
- Planning and facilitation of co-creation activities.

### ■ Product Designer

AEVO

**2020 - 2025**

- Involvement in the entire product design process.
- High-fidelity interactive prototyping in Figma.
- User research and persona definition.
- Usability testing and metrics analysis (Google Analytics, Hotjar, and Clarity).
- Experience in discovery and benchmarking.
- Hypothesis creation and UX KPI definition.
- Design Systems creation and utilization.
- Qualitative and quantitative data analysis.

## ■ Undergraduate Research/Extension Assistant

Loop Ufes

**2017 - 2022**

- High-fidelity interactive prototyping in Figma.
- User research and usability testing.
- Development of websites and applications using HTML, CSS, JavaScript, and PHP.

## ■ Freelance Designer

Ofício Comunicação e Cultura

**2019 - 2021**

- Creation of visual content for social media, aligned with brand identity and clear communication.
- Layout design of printed materials such as magazines, books, and brochures, balancing typography, images, and whitespace.
- Design of various printed materials (folders, banners, flyers), ensuring visual consistency and effective messaging.

## ■ Design Intern

Inorama

**2019 - 2020**

- Creation of visual content for social media, reflecting the brand identity.
- Video editing and production of intros/outros with storytelling and technical adjustments.
- Development of responsive websites in WordPress.

## EDUCATION

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- **Design** - Universidade Federal do Espírito Santo (UFES)

**2017 - 2022** UNDERGRADUATE DEGREE – BACHELOR'S – (COMPLETED)

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- **Computer Networks Technology** - Instituto Federal de Educação, Ciência e Tecnologia do Espírito Santo

**2011 - 2016** UNDERGRADUATE DEGREE – TECHNOLOGIST – (COMPLETED)

## SKILLS

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- Prototyping (Figma, Adobe XD)
- User Research and Usability Testing – Interviews, A/B testing, Nielsen heuristics
- UX Data and Metrics Analysis – Google Analytics, Hotjar, Microsoft Clarity
- Design and Product Methodologies – Design Thinking, Double Diamond, Discovery, Blueprinting
- Agile Methodologies – Scrum, Kanban
- Basic Web Development – HTML, CSS, JavaScript, PHP, WordPress