JULIANA GOMES PIMENTA

PRODUCT DESIGNER | UI | UX



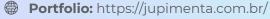
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Barro vermelho - Vitória - FS





PROFILE

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

■ 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

Oficio 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

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

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

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

2011 - 2016 UNDERGRADUATE DEGREE - TECHNOLOGIST - (COMPLETED)

SKILLS

- 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