Bianca Oliveira Rubim

Product Designer | UX Designer | UI Designer

29 years old, based in Porto Alegre, Rio Grande do Sul - Brazil

Education

UniRitter
Laureate International Universities®

2018 - 2020
Post Graduation in UX Design

2012 - 2016
Graduated in Fashion Design

SAGA

2019 - 2022

START 5.0

Games development, CG and digital art school

Tools and skills

Adobe Creative Cloud
intermediate level

Figma
advanced level

English
advanced level

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2 years and 2 months

Product Designer (SaaS)
jan 2023 - current

Responsible for implementing new clients by adapting the interface and, if necessary, implementing new features.
Also responsible for data collection, internal work processes with the intention of generating the design of stages, organization of documentation, creation and improvements of base templates for a more consistent workflow aimed at agility in the implementation time in the Product Design area.

Product Designer (outsourcing)
aug 2021 - dec 2022

New proposal for Decathlon's e-commerce (web).

Monitoring e-commerce (web and app) as a Product Designer, updating the interface to integrate the brand's global Design System. Implementation of app and website improvements, as well as analysis and production of flows and screens for new features.

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1 year and 5 months

UX/UI Designer (freelancer)
jun 2022 - current

Application MVP creation for Fundação Vitória Amazônica.

Through dynamics with the foundation, access to internal documentation, we started the process of flow, information architecture and low fidelity wireframes and testing with users. When creating the first version of the interface, we started using Design System Material 3.

This APK is being tested by users and we are simultaneously making improvements and evolving new features that are still part of the MVP stage.

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1 year and 5 months

Design Supervisor
feb 2021 - mar 2021

Supervision of the design department, responsible for hiring, training and leading analysts and interns. Data collection in the areas of e-commerce and e-mail marketing. Responsible for the marketing department (Design, Social Media, Marketplace, E-commerce and SEO) in the manager's absence.

Senior Design Analyst
feb 2020 - jan 2021

Responsible for the areas: UX/UI, Digital Design, Graphic Design and Creation of Campaigns (institutional and commercial). Also responsible for hiring and supervising 2 interns to expand the sector.