| Ana Cláudia G. Cabral  **UX/UI Designer | Product Designer**  Product designer based in Berlin with over two years of experience translating ideas into visually appealing, user-centric solutions. | www.anaclaudiacabral.com/en  www.linkedin.com/in/anac-cabral  goncalvesc.anac@gmail.com  +49 1573 4539026 |
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| WORK EXPERIENCEUX-UI Designer / PaschoalottoSeptember 2022 - February 2024  * Collaborated closely with PO, PM, and Developers to enhance the experience of over 9,000 users on a CRM platform focused on customer service in the financial context of credit recovery. Engaged in key activities such as discovery processes and stakeholders alignment. * Led the research and design of the products Design system, supporting the creation of interfaces, new features and components. * Enhanced critical flows of the payment management platform for B2C users, impacting 320,000 users monthly. * Created an extensive customer journey map that guided the company's future strategy, integrating B2C and B2B solutions.  UX-UI Designer / FreelanceJanuary 2022 - September 2022  * Conducted research and executed website redesigns for entrepreneurs, while also managing side projects and case studies.  EDUCATIONScalable Design system in Figma / cfPROFebruary 2024 - PresentDigital accessibility / How bootcampJune 2023 - July 2023User experience design / Design circuitMay 2022 - February 2023Bachelors degree in Psychology / Unesp2013 - 2017 | HARD SKILLS • Design Thinking  • UX Research  • User interview  • Heuristic Analysis  • Prototype and Wireframe  • User journey  • Usability test  • Visual Design SOFT SKILLS Organisation, Collaboration, Proactivity, Creativity, Empathy and Commitment. TOOLS AND TECHNOLOGIES Figma, Miro, Notion, Hotjar, Google Analytics, Adobe Suite.  **LANGUAGE**  • English (advanced)  • Spanish (intermediate)  • Portuguese (native speaker)  **EXTRA**  • Volunteer work with children in Chiang Mai, Thailand.  • Language exchange in Dublin, Ireland. |