Letícia Guedes

Sr Product Designer - Braga/Portugal

Phone: +351 925 486 552 | E-mail: letguedesmelo@gmail.com
Linkedin: linkedin.com/in/leticia-guedes | Portfolio: https://www.leticiaguedes.design

---

ABOUT ME

I am a Product Designer and Visual Designer with over 7 years of experience, living in Braga/Portugal. I have strong experience in products for the financial sector, working on the design of SaaS platforms, hybrid and native Apps, helping B2C and B2B users. My main collaborations as a designer are in acquisition journeys, onboarding, login, registration, first access, payments, product visions and design system. My motivation as a designer is to work on large and complex challenges, to be able to evolve the product with a lot of iteration, research and feedback from users, always with special care and affection when delivering out-of-the-box visual solutions ;D

PROFESSIONAL EXPERIENCE

Nomad - Product Designer Sênior | May 2024 - Present
Visual Design · Product Vision · Negotiation · Business Thinking · Storytelling · People Development · Leadership · Design Operations · B2B & B2C ·Strategic Design · Product Design · User Experience (UX) Design · Interaction Design · Information Architecture · Research · Usability Test.

iFood Benefícios Fintech - Product Designer Sênior | Dez 2020 - Oct 2023
Visual Design · Product Vision · Negotiation · Business Thinking · Storytelling · People Development ·

Leadership · Design Operations · B2B & B2C ·Strategic Design · Product Design · User Experience (UX) Design · Interaction Design · Information Architecture · Research · Usability Test.

Accenture – Product Designer | Feb 2018 – Dez 2020

Strategic Design · Product Design · Design System · Information Architecture · User Experience (UX) Design · Research · Usability Test · Visual Design

FindUP – Product Designer | 2017 – 2018

Strategic Design · Product Design · Design System · Information Architecture · User Experience (UX) Design · B2B2C Platform Suport · Design for social media and web

Jobt Comunicação – Graphic Designer , UI Designer and Illustrator | 2015 – 2017

Creation of sketches, concepts and layout to present to clients · Creation of illustrations, graphics and visual elements · Final files for print or online publication · Design for social media and web

DEGREE

UNINABUCO

Specialization of UX Design - Post Graduation   *Setembro 2022 - Março 2023*

PM3

Specialization of Product Management   *2022*

UI Courses

Certification of UI Boost & UI Expert   *2021*

Meiuca

Certification of Design System & Ops   *2019*

UniFBV Wyden

Bachelor of Graphic Design 2015   *2017*

LANGUAGES

Portuguese - Fluent

English- B2

SKILLS/TOOLS

Figma, Dovetail, Framer, Protopie, Adobe Photoshop, Adobe Illustrator, Notion, Miro, Slack, Trello, Jira, Azure, Jitter, Cursor AI, Rotato.

REFERENCES

Antonio Portela - iOS Dev Sword Health I +351 913 119 194

Karoline Gammarano - Product Designer Mercado Libre I +55 11 96100-9797