

# Dirlene Guarezi

UX DESIGNER

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## PROFILE

I am a detail-oriented and solutions-driven individual with a passion for understanding people's behaviour. My transition into UX Design is driven by a desire to create innovative solutions that simplify processes and improve user experiences.

## SKILLS

- Figma
- Sketch
- InVision
- Trello
- Wireframing
- Prototyping
- Product Development
- Business Planning
- User research

## EXPERIENCE

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### Sample Reception Officer | The Doctors Laboratory

MAY 2021 - DEC 2022, LONDON, UK

- Received and processed samples ensuring regulatory compliance.
- Conducted training sessions for new employees.
- Reorganised the internal processes, improving efficiency and productivity and receiving positive feedback from managers.

### Co-Founder | Fórmula de Viagem

NOV 2018 - JUN 2020, FLORIANÓPOLIS/SC, BR

- Led the development and launch of travel content e-commerce.
- Implemented targeted digital marketing campaigns resulting in a consistent increase in website traffic.
- Analysed website analytics to optimise the user experience and increase conversions.

### Travel Agent | Global Travel & Corporate

MAY 2016 - NOV 2018, FLORIANÓPOLIS/SC, BR

- Planned luxury itineraries with private tours, accommodations, and experiences, receiving positive feedback from high-end clients.
- Cultivated client relationships and collaborated with luxury vendors for exclusive access.
- Improved team efficiency by implementing a new customer service flow, resulting in a 30% reduction in rework and mistakes.

### Product Manager | Intelbras S.A.

NOV 2011 - MAY 2015, FLORIANÓPOLIS/SC, BR

- Created product roadmaps, conducted market research and collaborated cross-functionally to meet customer needs.
- Successfully managed two new design products from ideation to launch, resulting in a 15% increase in the margin segment.
- Experienced working with engineering and design teams to bring new products to market and generate revenue growth.

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JAN 2023 - APR 2023, LONDON, UK

### Universidade Federal de Santa Catarina | Bachelors in Information Systems

FEV 2005 - DEC 2009, FLORIANÓPOLIS/SC, BR

## PROJECTS

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### UX Designer | [Capstone Project - Rocket](#)

JAN - ABR 2023, BrainStation. LONDON, UK.

- Developed a travel app aimed at helping users create custom travel itineraries by utilizing other travellers' past plans. Utilized Figma to prototype and design the app's user interface.