

Lais Cristine Barbosa Menezes

UI/UX DESIGNER | PRODUCT DESIGNER

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Product Designer with **5 years of experience** (3 years focused on digital products), specialized in transforming complex interfaces into scalable solutions. Currently focused on designing large-scale B2B systems and creating Design Systems that ensure technical consistency and operational efficiency. Worked on **end-to-end product cycles**, including discovery, hypothesis validation, and high-fidelity prototyping, with a strong background in mentoring and cross-functional collaboration.

TECHNICAL IMPACT

- Development and maintenance of component libraries in Figma for large corporate systems, ensuring the unification of visual identity and development agility.
 - Implementation of technical documentation flows that optimize communication between design and development.
 - Design mentor at Capacita Brasil, providing technical feedback and guiding project development for a student community
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EXPERTISE

Product Design, UI/UX Design, Design Systems, High-Fidelity Prototyping, Accessibility (WCAG), Technical Handoff, Information Architecture, Agile Methodologies, Mentorship.

PROFESSIONAL EXPERIENCE

iRede | Product Designer & Mentor (Mar/2024 – Present)

- Lead the end-to-end design of corporate systems, apps and websites, focusing on scalability and process digitalization.
- Responsible for creating UI Kits and component libraries to unify the experience across different system modules.
- Conducting alignments with stakeholders to transform complex business rules into intuitive and functional navigation flows.

Apple Developer Academy | UI/UX Designer (May/2023 – Dec/2023)

- Developing interfaces based on the *Human Interface Guidelines* (HIG).
- Co-creating a unified Design System used by 3 iOS applications, resulting in greater visual consistency and team productivity.
- Executing usability tests and feedback analysis for product iteration, focusing on optimizing the user journey.

As Sistemas & Stem Kits | Visual & UI/UX Designer (Feb/2022 – Feb/2024)

- Designing interfaces and architecture for administrative systems, focusing on flow structuring and accessibility.
- Designing and laying out educational materials and e-books.

Freelance | Brand & Product Designer (Nov/2020 – Present)

- Delivering UI/UX projects for web and mobile platforms, from visual conception to the final navigable prototype.
- Developing visual identities, ensuring brand unity across digital and physical touchpoints.

Tutano Digital | Web Developer (2019)

- Developed and maintained responsive interfaces using WordPress.
- Focused on high-fidelity layout implementation and theme customization to ensure visual integrity and website performance using HTML, CSS, JS and PHP.

CURSOS E CERTIFICADOS

- **Digital Product Design** (*Jun, 2023*)
Môre Educação
- **User Experience Design Fundamentals** (*Jul, 2023*)
Google Certificates | Coursera
- **Design UX Process** (*Aug, 2023*)
Google Certificates | Coursera

EXTRA

- UX Design Mentor at Capacita Brasil, providing support and technical guidance to design students.
- Practical knowledge of HTML and CSS.