

ALISON HUDSON DE SOUZA

Product Designer

Curitiba, PR, Brazil

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Professional Summary

Product Designer focused on B2B strategy, Decision Intelligence, and AI applied to complex products. A go-to reference in the UX/UI discipline, leading the evolution of Design Systems and cross-functional initiatives with Engineering and Data Science, with results in operational efficiency, data-driven decisions, and design mentorship.

Experience

MBRF | Curitiba, PR

Product Designer (Mid-Level) | Oct 2024 – Present

- **Portal B2B:** Led the transformation of the product experience and strategy, using telemetry, usage data, and support data, with metrics structured via HEART. Results in the first month: **+70% in visits, -70% in Rage Clicks, 10x more average daily visits, +30% in efficiency.**
- **Portal Global:** Structured the Design System (tokens, components, patterns, documentation, and governance), connecting Figma, GitHub, and development with support from MCP and AI. **Handoff time reduced from 2h to ~30min (-75%).**
- **Decision Intelligence** (ongoing initiative): Structured a 7-stage methodological framework (Discovery, AS-IS/TO-BE, Data Readiness, POC, Value Validation, Scale) to productize AI applied to decision-making, including an Agentic Personas model that personalizes interaction based on mapped hierarchical profiles, and human-in-the-loop governance. Currently in development alongside Data Science and Architecture.
- Lead the evolution of UX/UI processes, standards, and practices; mentor 2 interns and support a cross-functional team of 5 designers; participate in hiring processes and present the discipline's progress to leadership.

Product Designer | Sep 2023 – Oct 2024

- **Integra SST:** Led the mapping of 7 personas (including international profiles) to support the implementation of the SOC system, broadening the understanding of needs and usage contexts for the Occupational Health and Safety audience.
- **Atlas Dashboard** (Painel Atlas): Built an intelligent interface for large-scale system monitoring (operational environment with six 50" screens), consolidating previously scattered information into a single visualization environment.

UX/UI Design Trainee | Mar 2023 – Aug 2023

- Created wireframes, prototypes, and web/mobile interfaces, supporting flow mapping, journey design, and usability validation.

Ebo Studio — Graphic Design Intern | May 2022 – Feb 2023 | Curitiba, PR

- Web design, graphic design, motion, and digital content.

Key Skills

- **Strategy & Governance:** Product Design, Product Strategy, Design Systems, Governance, DesignOps, Stakeholder Management.
- **Research & Metrics:** UX Research, Discovery, HEART Framework, Telemetry, Data-Driven UX, Maze, Power BI, Microsoft Clarity.
- **AI & Decision:** Decision Intelligence, AI Applied to Design, AI Agents, Figma, GitHub, MCP.

Education and Recognition

- **Education:** Bachelor's Degree in Design (2025) — UTFPR | **Languages:** English – Advanced (B2); Portuguese – Fluent
- **Highlights:** Selected for presentation at the 20th Colóquio de Moda (2025), Latin America's leading academic fashion event; 1st place overall at CoNaCoM Brasil 2020 (Phycoil Project).