Isabela Telles de S. C. Vaz

Product Designer (UX/UI)

Goiânia, Brazil (GMT-3) · Open to remote | +55 62 99672-3443 | isabelatellesdescvaz@gmail.com
Portfolio: isabelatelles.framer.website | linkedin.com/in/isabelatellesdescvaz

SUMMARY

Product designer who takes concepts from discovery to a live, working product. I designed and shipped Cortex, a learning app for adults changing careers, in one week, directing Claude and Claude Code from design sprint to a deployed Next.js app. I run research end to end (interviews, competitive audits, unmoderated usability testing on Maze), build token-based Figma design systems, and design to WCAG AA. Before design, I spent nearly 10 years teaching English to 150+ learners, turning objectives into structured experiences and adapting them to individual needs, which is the same work I now do for product users. Cambridge C2 English.

SKILLS

Discovery & research: Design sprints, user interviews, competitive audits, personas, journey maps, unmoderated usability testing (Maze), SUS, affinity mapping, heuristic evaluation

Product & UX design: End-to-end user flows, information architecture and sitemaps (Whimsical), customer journeys, lo-fi to hi-fi interactive prototyping, responsive and mobile-first design, UX writing and microcopy

Design systems: Figma components, variants, auto layout, variables and tokens; design-system audits; Figma-to-code parity

AI-assisted prototyping: Claude and Claude Code for rapid concepts and coded prototypes; GitHub, Vercel, Next.js; Framer

Accessibility: WCAG 2.1/2.2 AA, contrast and focus audits, reduced motion, captions, read-aloud, full keyboard use, localization (EN/PT/ES)

SELECTED PROJECTS

Cortex — Learning app for career changers (mobile + web) · Live Aug 2026

UX Unicórnio design challenge · Solo designer, AI-assisted build · cortex-app-ivory.vercel.app

- Ran a design sprint (problem mapping, How Might We, Crazy 8s, storyboards, user flows) and mapped the journey from choosing a new career to diagnosing skills, learning, practicing and applying.
- Designed a home screen as an action queue, not a dashboard, for the most frequent user moment: a busy adult with 15 minutes asking "is there anything to do today?"
- Took the concept from brief to a deployed Next.js app in one week by directing Claude Code, with a career-fit quiz, daily lessons, quizzes, mentoring booking and a 5-step onboarding tour.
- Built one token system for the site, the app and Storybook, with EN/PT/ES localization and WCAG 2.1 AA features; ran two QA passes and brought the Figma library and the code into parity.

MAG – Museu de Arte de Goiânia — Museum app + responsive website Sep – Oct 2026

Google UX Design Certificate case study · Sole UX designer and researcher

- Ran 6 user interviews and an 8-competitor audit, synthesized into 2 personas, problem statements and a sitemap that turned 3 market gaps into features.
- Planned and ran an unmoderated usability study on Maze with 5 participants (SUS 69.5); prioritized 4 findings (P0–P2) and redesigned the flows to address each one.
- Built a Figma design system (59 variables, 24 text styles, ~50 components with states) behind a 160+ frame hi-fi prototype, with WCAG-checked contrast and 44 px touch targets.

Gooday — Social app for healthy habits (mobile + web) Sep 2026 – Present

"Figma to Deploy" workshop · Solo designer · In progress

- Audited my own screens (design-system score 28/100) and rebuilt them as a tokenized Figma system: 84+ variables, 10 text styles, 31 component sets, 0 hard-coded colors.
- Built the core screens (login, feed, search, post creation) as a responsive Next.js app matched to Figma, with 0 axe accessibility violations.

Chronon Logistics — Brand and landing page · Live Sep 2026

"From Figma to Framer with AI" workshop · Solo designer · chronon-logistics.vercel.app

- Created a brand, published Figma design system and 12-section animated landing page; audited the live page and fixed 15 contrast failures at token level, reaching 0 WCAG AA failures across 145 text layers.

PROFESSIONAL EXPERIENCE

English Language Teacher — CEI Flora, Goiânia Aug 2021 – Present

- Design 90-minute sessions for groups of 10–15 intermediate and upper-intermediate learners, turning curriculum objectives into structured, engaging experiences and adapting them to individual needs.
- Review 30+ written assignments a day across 150+ learners, giving clear, actionable feedback at volume without losing consistency.
- Write bimonthly assessments and audit 30+ colleague-graded tests for consistency; maintain learner-progress records and built a Notion tracker to make participation data easier to act on.

English Language Teacher (part-time) — Express Language Center Aug 2022 – Jun 2023

- Built lesson plans from learning objectives and individual needs for group and private classes; kept digital rosters and assessment records in Sponte.

English Language Teacher — BRASAS English Course Mar 2017 – Oct 2022

- Taught a diverse, multi-level student base and mentored struggling students outside class hours with custom materials from a self-built resource library.

EDUCATION & CERTIFICATIONS

Google UX Design Professional Certificate — Google / Coursera In progress

Workshops: From Figma to App (UX Unicórnio) · From Figma to Framer with AI · From Figma to Deploy (AI Creative Builders) · Claude for Builders (Tera) 2026

Cambridge C2 Proficiency (CPE) — Score 215/230, CEFR C2 Jan 2023

B.A. International Relations and Affairs — Pontifical Catholic University of Goiás 2013 – 2016

LANGUAGES

Portuguese (native) · English (C2) · French (A2) · German (A1)