

BARBARA FORATO

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WORK EXPERIENCE

Telefónica Vivo

Product | UX Design Lead

São Paulo, Brazil

Oct 2022 – present

Global Telecommunications company with more than 350 MM customers.

- Comprehensive user-centered design solutions for mobile and desktop in Vivo's e-commerce and portals.
- Application of design frameworks, development of user flows, wireframes, customer journey, and prototypes in Figma.
- User research, A/B and usability testing, Google Analytics, Content Square, and Qualtrics NPS for data-driven decisions.
- Collaboration with Product Managers, developers, and stakeholders.
- Team leadership of one direct and five external analysts

Achievement: Loyalty plan deployed with 1.2MM revenue in the 1st month.

Senior Designer

Sep 2019 – Oct 2022

- Key Visuals development, reformulation of internal materials and communication channels with employees, creation of newsletters, digital banners and video edition.

JeffreyGroup

Senior Designer – client: Mastercard

São Paulo, Brazil

May 2018 – Mar 2019

Global PR agency with operations in the United States and Latin America.

- Developed key visuals and layouts for newsletters, banners, posts, and corporate TVs across communications channels at Mastercard Brazil. Additionally, planned and developed annual campaigns.

Reckitt Benckiser

Designer

São Paulo, Brazil

Sep 2015 – Feb 2018

Consumer goods company with over 180 years of experience.

- Developed key visuals and layouts for newsletters, banners, leaflets, visual communication stickers, marketing campaigns, and corporate TVs at RB Brazil and Latin America.
- Planned and created annual printed and digital campaigns for social media and engagement marketing.

Achievement: 300% increase in the company's social media engagement.

Latam Airlines

Designer

São Paulo, Brazil

Feb 2010 – Sep 2014

Largest Latin American aviation company with over 150 destinations worldwide.

- Created layouts for campaigns, banners, leaflets, posters, newsletters, websites, cards, and intranet pages.
- Innovated and enhanced the Key Visual for communication channels targeting the internal audience.

Achievement: Recognized for contributions to the Latam Day 1 campaign.

EDUCATION

PUCRS

User Experience Design and Beyond

São Paulo, Brazil

Fev 2026 – present

IxDF – Interaction Design Foundation

UX Management: Strategy and Tactics

Agile methods for UX Design

Design for a better world with Don Norman – IxDF

São Paulo, Brazil

Nov 2023 – Nov 2024

University of California, Berkeley - UCB

Professional Communication

San Francisco, California

Sep 2014 – Jan 2015

Relevant coursework: Presentation skills, business communication, negotiation, handling difficult conversations, and performance evaluations.

Universidade de São Paulo - USP

Post Graduation in Digital Communications

São Paulo, Brazil

Aug 2009 – Nov 2011

Centro Universitário Belas Artes de São Paulo

Bachelor's degree in Graphic Design

São Paulo, Brazil

Aug 2004 – Nov 2007

VOLUNTARY WORK

INATAA – Instituto Nacional de Ações e Terapias

Assistidas por Animais

São Paulo, Brazil

Jul 2015 – Jul 2017

Brazilian NGO specialized in Dog Therapy for elderly people. I have volunteered for two years to visit elderly homes and interact with the residents using the support of therapy dogs.

SKILLS & INTERESTS

Languages

Portuguese: C2

English: C2

Spanish: C2

French: B1

German: A1

Computer Skills

Photoshop: Advanced

Illustrator: Advanced

Figma: Intermediate

Microsoft Office: Advanced

Google Workspace: Advanced

AI: Gemini, Chat GPT, Notebook LM,

Figma Make and Claude

Interests

Teamwork, building relationships, traveling, reading, exploring new cultures, meeting new people and enjoying local food.