

Barbara Niriz

Product Designer

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EXPERIENCE

Product Designer

DTI DIGITAL • Oct 2020 – Present • MG, Brazil

I currently work as a Product Designer consultant at DTI, a WPP company, of a leading US automotive retailer, transforming the way people buy vehicles in collaboration with domestic and international product teams.

Drove the Product Design process from scratch across different products and squads of the largest homebuilding company in Latin America reducing up to 50% of the development effort in a feature that allows making strategic decisions through management software.

Redesigned a land acquisition and purchase register achieving 100% centralization of information in the system in an educational manner and reducing filling risks through usability heuristics.

Co-lead a Design Chapter and a Designer. I am currently mentoring Product Designers, being mentored, and co-creating actions to mature the Design Thinking process for +100 designers at the company.

Product Designer

MLEARN EDUCACAO MOVEL • Feb 2019 – Oct 2020 • MG, Brazil

Owned and implemented the UX Design process, conducted research, data analysis and business requirements into actions, impacting the lives of thousands of people with online education. I helped increase Store Rating from 3.6 to 4.8 at Google Play, MAU by 949%, User Satisfaction by 186%, Engagement time by 100% and Number of course certificates by 742%.

Designed and directed UX and UI, supported UX Writing and copywriting to the www.qualifica.com website launched on 6th July 2020, together with the Marketing Team and the company executives. I also collaborated with the Marketing Team to create solid communication with B2C customers.

UI Designer

RINGBYNAME • Jun 2018 – Feb 2019 • Miami, FL • Remote

Defining User interface Design in an agile environment to help businesses access real-time data on all telephony activities. I collaborated closely with the engineers on hand-offs and to establish a better product in terms of user experience and user interface design.

ABOUT

I have more than 4 years of experience supporting companies to achieve their goals building and improving digital products that people need. I've been articulating design decisions and user-centered-design in an agile environment, adapting to the team structure and technological limitations. My ability to listen, open-minded, to receive and give feedback are essential values that allow me to achieve outstanding results.

SKILLS

UX, User-Human Centered Design

(UCD/HCD), User Research,

Discovery, **Information Architecture**,

User Journeys, **Wireframes**,

Qualitative and Quantitative

research methods. **Usability Testing**,

Metrics. Data Analysis. **User**

Interface Design (UI), Visual Design,

Design System, Gestalt, Heuristics,

Design and Usability Principles,

Prototype. **Design Thinking**, Scrum,

Agile, Design Sprint,.

Softwares: Figma, Adobe Creative

Suite, InVision, ZeroHeight,

Lookback, Google Analytics,

Firebase.

LANGUAGES

Portuguese (pt-BR): Native

English: Professional

EDUCATION

Bachelor of Arts (B.A.) in Graphic Design

MINAS GERAIS STATE UNIVERSITY ▪ *Feb 2013 – Dec 2016* ▪ *MG, Brazil*

Master Interface Design: Product Design, UX/UI

AELA DESIGN & COURSES ▪ *Jan 2017 – present*

Design System Specialist

MEIUCA ▪ *Jan 2022*

Product Management

DTI DIGITAL, a WPP COMPANY ▪ *June 2021*

Evaluating Designs with Users + UX Research at Scale: Analytics and Online Experiments

EDX, UNIVERSITY OF MICHIGAN ▪ *June 2018 – Dec 2018*

UX Strategy: Competitive Research and Analysis

INTERACTION LATIN AMERICA 2018 ▪ *RJ, Brazil*

Workshop facilitated by Jaimy Levy, authoress of the book “UX Strategy: How to Devise Innovative Digital Products That People Want.”

VOLUNTEERING EXPERIENCE

Event Planning Assistant

HEXAGON UX BELO HORIZONTE
Oct 2020 – March 2018 ▪ *MG, Brazil*

Hexagon UX BH is the first chapter in Latin America and I help plan and execute actions to achieve our mission to empower women and non-binary folks strengthen gender diversity and female leadership into design, UX and technology. Our events and initiatives included online talks.