

# Daniela Teixeira

Product Designer | UX/UI Designer



Portfolio: [www.teixeiradaniela.com](http://www.teixeiradaniela.com)

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I'm a passionate Product Designer with experience in B2C and B2B SaaS. My focus is to translate user needs into functional solutions that align with the business strategies. My main values are empathy, communication and flexibility.

## Education

### User Experience (UX) Design Postgraduate Degree

Humber College Toronto - present

### Graduate in Project Management

UniRitter - completed

### Bachelor Degree in Architecture (BArch)

UniRitter - completed

## Courses & Certifications

### Ethical Conduct for Research Involving Humans (TCPS 2: CORE22)

Government of Canada - 2024

### UX/UI Design Certificate

IronHack - 2023

### Certified Scrum Master

Scrum Alliance - 2022

### Emotional Intelligence

Escola Conquer - 2020

## Languages

**English** - Fluent

**Portuguese** - Native

**Spanish** - Basic

## Volunteering

**Product Camp** - 2022

**Arquitetos Voluntários** - 2021 to 2023

## Tools

Figma, Figjam, XD

Adobe Photoshop, Illustrator

Trello, Miro, Notion, Asana

Hotjar, Google Analytics

## Skills

Design Thinking

User Research

Service Design

Information Architecture

User Interviews and Usability Testing

Wireframing and Prototyping

Interfaces

Scrum, Design Sprint, Lean UX

HTML and CSS (Basic)

## Professional experience

### Product Designer | Paipe Technology and Innovation

Jun 2023 - present

I'm working as a product designer on a time and project management platform (SaaS/B2B). I am responsible for the entire user experience journey. This includes:

- Designing new features aligned with business goals, user needs and developers' capacity
- Optimizing existing journeys
- Conducting user research and usability testing
- Facilitating workshops and brainstorming sessions
- Handoff for developers and QA
- Working closely with stakeholders

Some achievements:

- The signup process was decreased to 10% of the original time.
- Pivoted the product from time management to a project management tool, increasing the revenue and number of active clients.

### UX/UI Designer | Víz

Feb 2023 - Jun 2023

- Developed the first MVP for the start-up
- Led discovery workshops and market research
- Created user flows, wireframes and prototypes using Figma
- Collaborated with developers and product manager to validate technical requirements and guide digital product development

### Architect & Project Manager | Entrepreneur

Aug 2016 - Nov 2022

- Led my own architectural office with multiple projects and construction management for workplaces, residential interiors and houses
- Used user-centered design to create spaces aligned with my client's needs and expectations
- Led House Flipping projects through real estate investment analysis, market analysis, interior design project, and management of multidisciplinary teams of suppliers to complete the renovations and sell the units

### Senior Architect | Raquel Utz Arquitetura

Apr 2021 - Oct 2021

- Led and mentored a team of 3 architects to develop the end-to-end workplace interior design project
- Designed the new SLC Agrícola's headquarters with 4 floors and 2,500m<sup>2</sup> in less than 7 months
- Did service design with site audits, stakeholder interviews, and organizational charts to understand the actual uses and problems of the old office and create the new headquarters with a final result that exceeded the client's expectations

### Architect & Interior Designer | Construtora Compasso

Apr 2021 - Oct 2021

- Developed more than 18 workplace projects for various offices such as Zup Innovation, Kroll, Duff&Phelps, Satisloh, and Allianz Park, among others
- Helped the company win more than 8 turn-keys while I was participating in the projects
- Delivered 8+ end-to-end workplace projects in 45 days each to complete the whole turn-key process in 90 days each (project and construction in 90 days).
- Did presentations to clients and aligned requirements with stakeholders throughout the whole process
- Managed the client's moving process from the old headquarters to the new one in 2 days while managing suppliers and teams from Brazil, USA, and Europe.
- Designed end-to-end workplace interior projects: test-fit, floor plans, lighting, finishes, 3D models, renderings, budgets, and communication between technical areas involved