

Thais Tarmann

Product Designer

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Product Designer with 10 years of experience and a proven track record in designing user-centric digital products.

- Strong understanding of user experience, product design, interface design, information architecture, usability heuristics, accessibility, and design systems. Experience creating web, mobile, and native apps, and establishing design systems.
- Used to an agile environment and working closely with the research and engineering. Ability to work independently or as an active member of a team.

WORK EXPERIENCE

Senior Product Designer, Flipdish

Jul 2021 – Present • Remote (Dublin, Ireland)

Responsible for product design across the entire B2B product verticals, with the mission to identify and solve inconsistencies and usability problems.

- Redefined the digital onboarding experience, focusing on enabling a self-service experience for our clients (B2B) and decreasing the time to onboard new clients.
- Refined the experience for the on-premise digital ordering experience (kiosks) to reduce time on task and non-critical errors for the consumer; resulting in a higher conversion rate for clients.
- Created B2B personas to help to shape the product strategy, targeting the primary personas for feature prioritisation.
- Launched a new version of the component library to reduce inconsistencies in the interface and worked with developers to establish a Design System.

Senior Product Designer, Dei um Tempo

Jul 2020 – Jun 2021 • Remote

Led the creation of an app and web platform that helps people rethink and amend their relationship with bad habits. Prioritised the features and designed the product's visual identity.

- Led projects through an end-to-end design process, creating user-centered solutions for internal and external use.
- Created user flows, wireframes, prototypes, and final pixel-perfect deliverables based on requirements from the investors and various stakeholders.
- Reviewed developed features for visual perfection and provided detailed feedback for engineers to iterate on.

Currently based in Dublin, Ireland, and eligible to work full time (EU Citizenship). Open for remote or hybrid opportunities.

AREAS OF EXPERTISE & INTEREST

UX Design • UI Design • Product Design • Visual Design • UX Research • Design Thinking • Lean UX, Agile & Scrum • Web, Mobile • Softwares, Native Apps • Design Systems • SaaS • B2B & B2C

EDUCATION

Professional Diploma, UX Design

UCD

Sep 2022 – Feb 2023 (Present)

Professional Diploma, UX Design

Mergo User Experience

Jul 2018 – Oct 2018

BA Honours, Graphic Design

University Anhembi Morumbi

Jan 2014 – Dec 2017

Professional Diploma, Multimedia

ETEC

Jul 2011 – Dec 2012

Professional Diploma, IT

ETEC

Jul 2011 – Dec 2012

Senior UX/UI Designer, **Clarivi Agro**

Jan 2020 – Jul 2020 (FTC) • Remote

Reshaped a manager platform (SaaS) for agribusiness, documented in a style guide, and designed new features such as reports, dashboards, and customisation modules.

- Investigated and analysed design problems, determined changes and corrections, and prioritised solutions.
- Created and assessed design solutions based on user research input, user goals, and business requirements of those items.
- Delivered highly-polished design prototypes, mockups, and other communication artefacts.

Senior Product Designer, **Reclame Aqui**

Oct 2018 – Dec 2019 • São Paulo, Brazil

Redesigned some of the website's key features – such as the homepage, the search engine, and the most accessed page of the site. I worked with the team to implement a design system.

- Led the product design team, guided new designers, conducted workshops, and implemented methodologies and workflows to structure the product design sector.
- Gathered product requirements, incorporated user research, framed the problem, and found solutions that met the needs of members and businesses.
- Incorporated user research and A/B test data to provide qualitative and quantitative insights to drive decision-making from a design perspective among team members.
- Participated in design reviews and shared my work regularly with the design team and company leadership.

MORE EXPERIENCE

UX Designer, **Liv Up** • May 2018 – Oct 2018 (FTC) • São Paulo, Brazil

Product Designer, **2Mundos** • Mar 2017 – Jun 2018 • São Paulo, Brazil

UX/UI Designer, **LQDI Digital** • Nov 2014 – Mar 2017 • São Paulo, Brazil

UI Designer, **KMC Agency** • Jul 2014 – Nov 2014 • São Paulo, Brazil

Designer, **Trilobit** • Jan 2013 – Mar 2014 • São Paulo, Brazil

Designer, **Direct Web** • Mar 2012 – Nov 2012 • São Paulo, Brazil

CERTIFICATIONS & TRAININGS

Interaction Design Foundation

UX Design
2022

Udemy

UX Design & Design Thinking,
Usability & UX Research,
Interface Design, and
Information Architecture
2019 – 2020

Mergo Experience

UX Design & Design Thinking,
Design Systems, Usability &
UX Research, and Accessibility
2018 – 2019

MEIUCA, How Education

Design System
2018

Google Developers Launchpad

Design Sprint
2018