

Tayana Souza

Senior Product Designer | UX Strategy & Visual Design, Design Systems

Aveiro, Portugal | +351 915 622 484 | tayanadfal@gmail.com

PROFESSIONAL PROFILE

Senior Product Designer with 12+ years of experience across mobile apps, B2B SaaS, automotive, financial services, telecommunications, and e-commerce. Skilled in end-to-end product design, UX strategy, visual design, design systems, prototyping, usability testing, and engineering handoff. Strong collaborator with experience mentoring designers and translating complex workflows into clear, scalable user experiences.

CORE EXPERTISE

Product Strategy | UX Research & Validation | User Journey Mapping | Design Systems & DesignOps | Mobile & Web Product Design | Prototyping | Usability Testing | Information Architecture | Stakeholder Collaboration | Engineering Handoff | Mentoring

TOOLS: Figma | Sketch | Adobe Creative Suite (Photoshop, Illustrator, XD) | InVision | Zeplin | Abstract | Miro | LucidSpark | Agile/Scrum

AI TOOLS: Claude | Lovable | Figma Make | Perplexity | Dovetail

PROFESSIONAL EXPERIENCE

Futurice | Senior UX/UI Designer

Nov 2023 - Present

- Led end-to-end UX/UI design for automotive mobile applications, from requirements definition and user flows to high-fidelity prototypes and implementation support.
- Partnered with product managers and stakeholders to define user stories, project requirements, and release commitments.
- Contributed to design system governance by supporting reusable patterns and ensuring consistent cross-platform experiences.

Talkdesk | Senior Product Designer

Remote | Apr 2021 - Nov 2023

- Led end-to-end product design initiatives, from discovery and requirements definition to prototyping, validation, and delivery.
- Created strategic presentations for senior leadership, supporting product alignment and decision-making.
- Acted as lead designer, contributing to team management activities such as performance assessments and career planning.
- Mentored junior designers, providing guidance on design best practices, product thinking, and industry trends.

Readiness IT | Senior UX Consultant

Porto, Portugal | Jan 2019 - Apr 2021

- Designed self-care portal and call-center back-office experiences, working on-site with clients to understand business needs, technical requirements, and user pain points.
- Translated stakeholder needs and technical constraints into UX priorities, user stories, wireframes, and validated design solutions.
- Created low-fidelity wireframes, high-fidelity mockups, and interactive prototypes to support rapid ideation, concept validation, and stakeholder alignment.
- Planned and conducted usability testing sessions, gathering user feedback to guide iterative improvements.
- Collaborated closely with cross-functional teams and provided design guidance to developers throughout implementation to ensure quality and consistency.

Facestore | UX/UI Designer

Porto, Portugal | Mar 2018 - Dec 2018

- Redesigned the e-commerce SaaS back-office experience, improving web-store customization, catalog management, and overall usability.
- Created high-fidelity mockups and interactive prototypes to clearly communicate design concepts, validate flows, and support implementation.

Sicoob | Senior UX Consultant

Brasília, Brazil | Feb 2013 - Feb 2018

- Designed mobile financial applications for Android and iOS, enabling users to manage personal finances, credit cards, and account-related services with greater autonomy.
- Mapped offline account-opening journeys and translated regulatory and operational requirements into a more efficient digital onboarding experience.
- Led and mentored three designers, supporting design quality, collaboration, and professional growth across the team.
- Collaborated closely with product managers, engineers, and cross-functional teams to define, test, and deliver features aligned with user needs and business goals.

EDUCATION

- MBA in Trend Prediction and Consumer Behavior | Universidade IESB, Brazil
- MBA in Marketing and Digital Communication | Universidade IESB, Brazil
- Bachelor's Degree in Advertising and Marketing | Universidade Projeção, Brazil

AWARDS

- 1st Place: Out of the Box - Readiness Internal Award - Porto, Portugal
- 1st Place: Google Startup Weekend - Brasília, Brazil
- 1st Place: Innovation and Sustainability - Bancoob Internal Award - Brasília, Brazil