

Arielle Ferreira

Senior Product Designer

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Designing digital products for more than 6 years, and more than 8 years working with all kinds of design. I have worked in multiple startups and fields, having more than 3 years of experience in Fintech working with B2C and B2B products, and other industries such as travel, education, e-commerce, and urban mobility.

I'm passionate about creating products that users love and business thrive, leading end-to-end design projects with a strong background in User Research, UX/UI, Visual Design, Design Systems, and UX Metrics.

WORK EXPERIENCE

Senior Product Designer

May 2022 – June 2023

Hopper, Toronto

- Hopper is a leading travel app that sells flights, hotels, and rental cars. I led the design for the Disruption team in the Fintech Vertical for products such as Flight Delay Guarantee and Missed Connection Guarantee, running rapid experiments that generated an increase of more than \$1 in Revenue per Transaction.
- Collaborated with prestigious partners such as Capital One Travel in the revamp of Flight Disruption Assistance to improve understanding and usability based on user research and usability testing.
- Data-driven approach applying continuous discovery and delivering rapid experiments built in low-code tools (Webflow) and prototypes (Figma), successfully tracking the business impact of the projects.

Product Designer (Contractor)

January 2022 – May 2022

Browze, Toronto

Led the design of an early-stage e-commerce startup focused on improving the Design System and scaling the product.

Product Designer

October 2019 – January 2022

Neon, Sao Paulo

- Neon is one of the biggest fintechs in Latin America, a unicorn with more than 26 million clients.
- I led the design and research of their B2B features for small business owners such as Tax Payments, Annual Tax Reports, E-learning (courses), and B2C features such as Referrals.
- Increased the product's retention by more than 10% in only 6 months and achieved a 60% increase in new users using our e-learning feature.

EDUCATION

Bachelor of Product Design

August 2013 – June 2017

Centro Universitario Belas Artes de Sao Paulo

UX Metrics Certification

August 2019

Mergo

Design System and OPS Certification

September 2020

Meiuca

SKILLS

UX Research (User Research), Usability testing, UX Metrics, Design System, Visual Design (UI Design), Mobile Design, Web Design, Figma, Sketch, Adobe XD, HTML, CSS, Illustrator, Photoshop, Human Centered, Adobe, Fintech, Startups, User Journey, NPS, Design Thinking, Workshops, Roadmap, AB Testing, Wireframes, Survey, Mockups, Accessibility, WCAG, Problem Solving, Agile