



HELLO

I'm Nina Simões.

Want to know more about me?

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ABOUT ME

I am a multidisciplinary designer with a passion for connecting physical and digital experiences. My unique background in graphic design, and UX has given me the skills to solve problems and design solutions in a holistic way. I have experience in publishing, branding, and user experience in a variety of settings, ranging from in-house designer at startups and large companies to design agency environment.

EDUCATION

2008 - 2012

FUMEC University
MG | Brazil

Bachelor in Graphic Design

2013

Art Center College of Design
CA | USA

Packaging Design course

2018

ESPM
SP | Brazil

Growth Hacking course

TERA
SP | Brazil

Bootcamp UX Design

EXPERIENCE

2014 - 2015

Sofia Comunicação
BH/MG

Designer and Art Director

Development of various pieces: printed media, visual identity and websites. Strong performance in retail and shopping malls.

2015 - 2017

Sofia Mercado Central
BH/MG

Designer and Social Media Manager

Management of the social media team. Development of strategies, creative processes and calendar for social media. Strong performance in retail and shopping malls.

2017

Agência N Mais
SP/SP

Graphic Designer / CX Designer

Development of graphic and strategic concepts for live marketing, promoting a unique experience for the public. Responsible for creating all parts involved in the journey of the customer. From promotions to major brand activations.

2018

Ilegra/Ticket Edenred
SP/SP

UX/UI Designer/ Product Designer

UX designer on secondment responsible for creating the user journey and interface of a new benefit (Ticket Plus) inside Ticket's app. A few tasks that I was responsible for:

- Understand and align the user's problem with marketing and business needs
- Conduct and synthesis user research
- Problem framing
- Design user interface
- Help with features prioritization

2019
Ilegra/ Next Digital Bank
SP/SP

Product Designer/Lead

UX Lead on secondment responsible for advocating for users' needs and acting as a bridge between business strategy, technology, and design to assure the best user experience. I was responsible for conducting the card 2.0 project and helping to build the design focus area inside the bank. A few tasks that I was responsible for:

- Understand and align the user's problem with marketing and business needs
- Problem framing of big projects
- Support other designers and advocate for them
- Dissiminate a design culture inside a traditional company

May 2019
Gympass
SP/SP

Pl. Product Designer 3

Global Product Designer responsible for the journey of users' decision making when choosing a gym to go and/or book a class (Gym's page; class page; booking). I also participate when Gympass shifted from sales to a technology-driven company. In order to achieve that, I helped to conduct a design sprint to rethink the whole app.

As a global company, I had the opportunity to make discoveries in other countries and understand other cultures (and how Gympass product has impacted their lives).

A few tasks that I'm responsible for:

- Problems Kick-off: Gathering stakeholders from around the globe to discuss problems;
- Participate in users focus groups, interviews, and workshop;
- Sensemaking: Synthesize and compile relevant information in order to make assumptions and think about solutions;
- Moderate workshops between stakeholders;
- Designing user interface and make sure it's consistent with Design System;
- Help on Design System decisions;
- Conduct usability tests;
- Raise design and solutions KPIs

Apr 2020
Gympass
SP/SP

Pl. Product Designer 4

During COVID, I was the designer responsible for launching the MVPs for two Code Red projects. The first one, the live classes, and the second one virtual personal trainers. I also worked in a Code Yellow, gyms reopening.

I was the first designer in a new focus area inside Gympass, Martech team. Because it was a new team, I had to deal with uncertain environments. I had to be proactive, and help setting clear goals for the team, with stakeholders until three grades up to mine. I managed a high level of pressure and responsibility, including short deadlines with maturity and emotional control.

Ago 2020 - Present
Gympass
SP/SP

Sr. Product Designer 1

Nowadays, I've been working on the creation of a back-office platform that could reflect Gympass business model reality for CX and ops agents. With a huge service design challenge, I had to understand in-depth all 3 contexts of Gympass business model (gyms/end users/clients), their connections and cross that with all Gympass business rules regarding each one.

HABILITIES

SOFTWARES



LANGUAGES

