

Iara Leite Thadeu ([linkedin](#))

Personal Information:

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Work Experience:

Product Designer – Total Acesso (Sao Paulo)

November 2021 / August 2024

- Designed intuitive, user-centered interfaces and interactive prototypes for web and mobile applications (iOS and Android) using **Figma**, ensuring cross-platform consistency and adherence to design principles including typography, grid systems, and layout hierarchy.
- Conducted heuristic evaluations and usability tests using **Hotjar**, improving **task completion rate by 20%** and reducing user confusion on key flows.
- Led **project briefings** and managed the **design backlog** in collaboration with product managers and developers, aligning design efforts with business goals and minimizing rework through clear communication and planning.
- Owned the **end-to-end design process**, from discovery and wireframing to final UI delivery, actively contributing to product strategy and articulating design decisions with business and user impact in mind.
- Acted as a **bridge between design and development**, supporting implementation and maintaining documentation, organize projects and guarantee team collaboration through **Confluence** and **Jira to create and track tasks tickets, create reports to check project timelines**, ensuring smooth handoffs and consistent execution.
- Produced **strategic presentations** for internal and external stakeholders, translating complex ideas into clear, visually compelling narratives.
- Passionate about crafting clean, high-impact visuals and solving complex interaction challenges through thoughtful UX design rooted in human behavior and business context.

Tools: Figma, Hotjar, Confluence, Jira

Art Director – Agência Wonder (Sao Paulo)

October 2021 / August 2024

- Crafted **user interface designs (UI) for web and mobile applications, using figma**, focusing on usability, accessibility, and aesthetic consistency across platforms.
- Delivered **visual creative solutions for marketing campaigns**, aligning design with brand strategy and audience engagement goals across digital and print media.
- Designed both **online and offline materials**, including social media assets, flyers, posters, and promotional content, ensuring consistency and high visual impact.

- Created **responsive landing pages** optimized for conversion and user experience, collaborating with developers and marketers to align design with campaign objectives.
- Developed **visual identities (branding)** for clients and projects, including logos, typography, color systems, and brand guidelines, ensuring cohesive brand presence across platforms.
- Designed **eBooks** for content marketing initiatives, combining editorial structure with engaging visuals to support lead generation and brand authority.
- Produced **strategic presentations** for internal and external stakeholders, translating complex ideas into clear, visually compelling narratives.
- Crafted user interface designs (UI) for web and mobile applications, focusing on usability, accessibility, and aesthetic consistency across platforms.

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe Indesign

Freelancer – Iara Leite Design (Worldwide)

December 2019 / now

- **Designed and built responsive websites** that aligned with brand strategy and user experience best practices, ensuring visual consistency, accessibility, and performance across devices.
- Developed impactful **brand identities** by crafting cohesive visual systems including logos, typography, color palettes, and brand guidelines tailored to client goals and audience perception.

Graphic Design – Various Agencies (São Paulo)

June 2021 / October 2021

- **Designed responsive websites and landing pages** focused on accessibility, usability, and lead generation.
- Developed branding, digital, and marketing materials across multiple agencies, collaborating closely with cross-functional teams and clients.
- Led **visual brand** renewals, **redesigning websites, presentations, and social media** to enhance consistency and engagement.
- Created **social media** content, ad banners, and email campaigns aligned with brand identity and performance goals.
- **Produced eBooks**, institutional presentations, and promotional materials that translated complex ideas into clear, visually appealing narratives.

Assistant Photographer – Dafiti (Sao Paulo)

August 2014 / March 2016

- Supported photo production for e-commerce

Apprentice – Natura (Sao Paulo)

August 2012 / April 2014

- Internal Communication and Customer Service Quality roles

Education:

MBA in Marketing

University of São Paulo / 2021 - 2022

Product Design

Design Circuit (São Paulo) / 2021

UI Design

uiBoost-design Circuit (São Paulo) / 2022

Technologist in Photography

Universidade Paulista (São Paulo) / 2012 - 2013

Admin Technician

Centro Paulo Souza (São Paulo) / 2010 - 2011

Skills & Tools:

UX: User Research, Wireframing, Usability Testing, Heuristic Evaluation, Information Architecture

UI: Figma, Adobe XD, Design Systems, Responsive Design

Collaboration: Jira, Confluence, Agile, Cross-functional teamwork

Microsoft office: Powerpoint, Word, excel

Analytics: Hotjar, GA4

Languages: English (C1), Portuguese (Native)