

Livia Barbosa de Oliveira Silva

Product Designer

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PROFILE

Product Designer with 3+ years of experience delivering high-quality interfaces in end-to-end projects. Advanced Figma proficiency across UI Design, design systems, interactive prototyping, and developer handoff. Proven track record of measurable results: +20% conversion rate on Viva Sorte e-commerce and -30% customer service response time through a chatbot designed from scratch. Currently at Apple Developer Academy (PUCPR), designing iOS apps in agile cycles with a strong focus on visual execution and quality. Combines aesthetic sensibility, visual consistency, and the ability to bridge design and implementation without rework. Available 100% remote.

PROFESSIONAL EXPERIENCE

Product Designer

Apple Developer Academy - PUCPR | Jan/2025 - present | *Remote*

- Design iOS interfaces end-to-end for social impact apps: from concept and wireframe to navigable prototypes validated with real users
- Define visual identity, design system, and style guides for each product, ensuring consistency across screens and in implementation
- Work in short agile cycles with direct handoff to development, monitoring implementation and adjusting components in real time

Product Designer

EDJ Digital | Jul/2024 - Jan/2026 | *Digital agency | Remote*

- Led the complete redesign of Viva Sorte's website and app: new information architecture, simplified purchase flow, and high-fidelity UI — resulting in a 20% increase in conversion
- Designed the Vitoria chatbot from scratch: conversational flow, interface components, and validated prototype — reducing average response time by 30%
- Delivered wireframes, high-fidelity screens, and design specs with direct handoff to the development team, with no rework
- Conducted benchmarking and journey analysis to support UI decisions with data, not just intuition

Tools: *Figma, FigJam, Illustrator*

UX/UI Designer

Parana SmartCity Project - State University of Londrina | Jun/2023 - Jul/2024 | *Civic tech*

- Redesigned from scratch the interface of an IT governance self-assessment platform for municipal governments: new visual identity, landing page, and full UI
- Created personas and conducted interviews with municipal managers to ground design decisions in real research
- Collaborated directly with the development team to ensure faithful implementation of the designed interface

Design Intern - UI and Graphic Design

Grupo Scriba (Mar Cadernos & Qitute Mobilia) | Dec/2023 - Apr/2024

- Contributed to the redesign of the Qitute Mobilia website and the visual strategy for the Caderno Areia product launch
- Produced assets for digital campaigns and email marketing with consistent visual identity

Graphic Design Intern

Design Studio - State University of Londrina | Mar/2022 - Jul/2022

- Developed visual identities, branding materials, and layout for scientific publications

EDUCATION

Apple Developer Academy - PUCPR | 2025 - ongoing

iOS product design and development in agile cycles

MBA in Business Management, Organizational Strategy and Leadership - PUCPR | 2025 - 2026

Bachelor's Degree in Graphic Design - State University of Londrina (UEL) | 2020 - 2024

COURSES & CERTIFICATIONS

Introduction to Interaction Design (UX/UI) | TIC Trilhas | 72h | 2024

TOOLS & SKILLS

Design & Prototyping: Figma, FigJam, Maze, Miro, Illustrator, Photoshop

Product & Analytics: Amplitude, Hotjar, Google Analytics, Notion

Skills: UI Design, Design System, Interactive Prototyping, Wireframing, Developer Handoff, UX Research, Benchmarking

Methodologies: Design Sprint, Double Diamond, Lean UX, Agile/Scrum

Languages: Portuguese (native) | English (Intermediate - A2/B1)