

Laura Martins Dias

Product Designer | UX Designer

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[LinkedIn](#) | [Portfolio](#)

About

I'm a Product Designer with a degree in Design and 4+ years of experience working with leading Brazilian apps like iFood. My passion lies at the intersection of people, digital experiences, and services, with a particular focus on ethics, psychology, and accessibility. I'm a flexible, results-driven professional who believes design can lead to social transformation.

Skills

- **Soft Skills:** Stakeholder Management | Communication | Leadership | Teamwork | Facilitation
 - **Technical Skills:** UX Research | Design Systems | UI/UX Design | Prototyping Tools (Figma, Adobe XD) | Data Analysis | Agile Methods
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Languages

- **Portuguese:** Native
 - **English:** TOEFL 115 (February 2022); studied in Canada, used English in global teams
 - **Spanish:** Beginner (currently taking lessons)
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Professional Experience

- **Product Designer, iFood** (*Mar 2024 – Present*)
 - Designed Ads experiences for app users and web experiences for partners, improving metrics such as CTR and GMV.

- Expanded Ads portfolio and revamped existing solutions, contributing to strategic long-term product decisions.
 - Led product vision development, diagnosing the current state and guiding the team in product direction.
 - **Product Designer, PicPay** (*Oct 2021 – Mar 2024*)
 - Designed the PicPay Card request/acquisition experience across multiple channels (web and mobile).
 - Streamlined PicPay Card order process, reducing steps and enhancing user flow.
 - Led research, workshops, and prototyping, focusing on improving user journeys for app and web.
 - **Product Design Intern, Dell** (*Sep 2020 – Oct 2021*)
 - Assisted in developing Dell's internal Design Playbook at DesignOps.
 - Participated in user interviews, usability tests, and prototyping during product development from Discovery to Delivery.
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Education

- **Bachelor's Degree in Design** (*University of Vale do Rio dos Sinos, Mar 2020 – Dec 2023*)
- **Exchange Program in Design** (*Concordia University of Edmonton, Aug 2023 – Dec 2023*)
 - Scholarship awarded through the Emerging Leaders in the Americas Program (ELAP).
- **Contemporary Topics in Business Strategy** (*Pearson College London, Jan 2023*)
 - Developed innovative solutions integrating sustainability, strategy, and design.
- **Business English** (*Pearson College London, Jan 2023*)