






THALISSA ROMERO

PRODUCT DESIGNER | UX/UI | BRAND DESIGN
ESTRATÉGIA DE PRODUTO

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ABOUT ME

I am a Product Designer focused on UX/UI, discovery, and creating solutions through clear and efficient digital experiences. I have 12 years of experience across the design field, from branding and concept development to the end-to-end creation of complex digital products. My work combines research, prototyping, and design systems to turn real user needs into simple, scalable, and high-impact solutions. Passionate about solving problems through strategic design, I work end to end, from vision and planning to execution, building intuitive and valuable products aligned with both user needs and business goals.












SOFT SKILLS

- Systemic thinking
- Visual and narrative communication
- Empathy
- Adaptability
- Strategic vision
- Data-informed decision making
- Autonomy and self-management
- Complex problem solving
- Creative leadership
- Bridging design, engineering and business
- Organization and clarity
- Attention to detail without losing the big picture
- Inteligência emocional

IDIOMAS

- Portuguese Native
- English Advanced Conversational
- Spanish C1

HOBBIES

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EXPERIENCE

PRODUCT DESIGNER UX/UI

2022 - PRESENT
ZURI - SMARTFLOWS

- End-to-end involvement in the evolution of a complex B2B product, from discovery to high-fidelity interfaces.
- Structured the discovery process, conducting research, interviews and usability testing.
- Redesigned flows and user journeys, reducing complexity and improving operational efficiency.
- Developed advanced prototypes and implemented continuous improvements in usability, consistency and scalability.
- Led internal initiatives including the validation platform, support forum, institutional pages and low-code process optimization.
- Applied AI strategically to accelerate delivery, increase accuracy and support product decision-making.
- Direct impact:** *greater efficiency, clarity and quality in product decisions and user experience.*

FOUNDER & PRODUCT STRATEGIST - ILÚVATAR

2015 - 2022
ILUVATAR DESIGN AGENCY

- Leadership of strategic consulting in branding, design and business.
- Execution of end-to-end projects for brand creation and positioning.
- Development of digital products, online presence and visual identities.
- Work across discovery, UX/UI, product design, design systems and customer journeys and flows.
- Integration of creative vision with data-driven market analysis and strategic decision-making for growth.
- Impact:** strengthened brand positioning, increased strategic coherence and more consistent, competitive digital experiences.

WEB & DIGITAL SOLUTIONS DESIGNER

2013 - 2015
ROMERO GROUP –
ADVISORY AND CONSULTING

- Development of websites, systems and digital products using WordPress and modern web technologies.
- Creation of custom solutions with a strong focus on usability, performance and brand consistency.
- Production of visual identities and digital materials aligned with marketing strategies.
- Impact:** delivery of functional, consistent platforms aligned with each business’s positioning and strategic goals.

GRAPHIC DESIGNER & PHOTOGRAPHER

2012 - 2013
FREELANCE SERVICES

- Visual creation, art direction and editorial production for brands and companies.
- Development of diverse graphic materials, including catalogs, advertising pieces, campaigns and institutional content.
- Execution of editorial and commercial photo shoots aligned with brand identity.
- Integration of design, photography and visual narrative to strengthen communication and positioning.
- Production of visual content that is consistent, aesthetic and strategically aligned with the brand.

SKILLS

TECHNICAL SKILLS

User Experience (UX) | UX Research | UX Strategy |
UI Design | Discovery | Design System | Process Flow
| Advanced Prototyping | Information Architecture |
Usability and Accessibility | Branding | Visual Identity
| Editorial Design | Publishing | Generative AI Tools |
Visual Communication Design | Photography

TOLLS

Figma | FigJam | Figma Maker | Adobe Illustrator |
Photoshop | Adobe Suite | WordPress | HTML/CSS/JS
| Notion | Miro | Jira | Marvel | Maze | Hotjar | Mixpanel
| Google Analytics | InDesign | Trello | Pacote Office |
Lovable

EDUCATION

2025 - 2025

ESPM – INTERNATIONAL UX DESIGN CERTIFICATION
SEMESTER-LONG CERTIFICATION PROGRAM – UX DESIGN INSTITUTE

2025 - 2025

TERA – IA BUILDERS
SHORT COURSE – CREATION AND DEVELOPMENT WITH AI

2022 - 2022

COURSERA – SHARPEN GOOGLE UX DESIGN
EMPATHIZE DEFINE IDEATE – SHORT COURSE

2020 - 2020

HARVARDX TECHNOLOGY ENTREPRENEURSHIP: LAB TO MARKET
SHORT COURSE - UNIVERSIDADE DE HARVARD

2018 - 2020

UNIVERSIDADE FIAP – MARKETING DIGITAL E DATA SCIENCE
BACHELOR’S DEGREE

2015 - 2017

DESIGN GRÁFICO – UNIP
BACHELOR’S DEGREEER

2013 - 2013

FOTOGRAFIA SENAC
COURSE IN PHOTOGRAPHY AND ART DIRECTION

2010 - 2012

INSTITUTO TECNOLÓGICO DE BARUERI – WEB DESIGNER
TECHNICAL AND HIGH SCHOOL INTEGRATED PROGRAM