THALISSA
ROMERO

PRODUCT DESIGNER | UX/UI | BRAND DESIGN
PRODUCT STRATEGY

📍 Brazil

CONTACT

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EXPERIENCES

PRODUCT DESIGNER UX/UI SENIOR
2022 - PRESENT
ZURI - SMARTFLOWS

• Structuring and leading Product Design with end-to-end involvement in flow standardization, design system development, discovery, UX/UI and testing, significantly increasing squad efficiency.
• Full execution of discovery activities, including research, interviews and usability testing for continuous hypothesis validation and opportunity identification.
• Redesign of flows and user journeys, simplifying operations and enhancing clarity, efficiency and product performance.
• Development of advanced prototypes and continuous improvements focused on usability, consistency and scalability.
• Creation of guidelines and execution of structured handoff, ensuring alignment, consistency and efficiency across deliveries.
• Leadership of internal initiatives such as the validation platform, support forum, institutional pages and optimization of low-code processes.
• Strategic application of AI to accelerate deliveries, increase precision and support product decision-making.
• Direct impact on efficiency, accuracy and overall user experience quality.

FOUNDER & PRODUCT STRATEGIST - ILÚVATAR
2015 - 2022
AGÊNCIA ILÚVATAR DE DESIGN

• Leadership of strategic consulting in branding, design and business.
• End-to-end management of brand creation, repositioning and strengthening projects.
• Development of digital products, online presence and complete visual identities.
• Work across discovery, UX/UI, product design, design systems and customer journey/flow mapping.
• Integration of creative vision with solid market analysis, combining strategy and innovation to drive growth.
• Impact: strengthened brand positioning, higher strategic coherence and more consistent, competitive digital experiences.

WEB & DIGITAL SOLUTIONS DESIGNER
2013 - 2015
ASSESSORIA E CONSULTORIA
GRUPO ROMERO

• Development of websites, systems and digital products using WordPress and web technologies.
• Creation of customized solutions focused on usability, performance and brand consistency.
• Production of visual identities and digital materials integrated with marketing strategies.
• Impact: delivery of functional, consistent platforms in line with each business's positioning and objectives.

GRAPHIC DESIGNER & PHOTOGRAPHER
2012 - 2013
FREELANCER

• Visual creation, art direction and editorial production for brands and companies.
• Development of graphic materials such as catalogs, campaigns, advertisements and institutional pieces.
• Execution of editorial and advertising photo shoots consistent with brand identity.
• Integration of design, photography and visual storytelling to strengthen communication and brand presence.
• Production of visual content that is aesthetic, coherent and strategically in tune with the brand.

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 DEGREER

2013 - 2013 — FOTOGRAFIA SENAC
COURSE IN PHOTOGRAPHY AND ART DIRECTION

2010 - 2012 — INSTITUTO TECNOLÓGICO DE BARUERI - WEB DESIGNER
HIGH SCHOOL AND TECHNICAL EDUCATION

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

▪ TOOLS

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 | IA

▪ LANGUAGES

Portuguese Native
English Advanced Conversational B2/C1
Spanish C1

SOFT SKILLS

Creative Leadership
Strategic thinking
Cross-functional Collaboration
Strategic Vision
Proactively
Systemic Thinking
Complex Problem Solving
Empathy
Emotional Intelligence
Adaptability & Flexibility
Autonomy & Self-management
Organization & Clarity
Detail Oriented
innovation
Communicative
Bridge Builder
Agile Mindset
Critical Thinking

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 tailored to both user needs and business goals.