

# CAMILLA ALMEIDA

## Senior Product Designer

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Portfolio: <https://www.milla.work> | LinkedIn: <https://www.linkedin.com/in/almeida-camilla/> | GitHub: <https://github.com/camomillar>

### SUMMARY

Senior Product Designer with 7 years of experience designing scalable, user-centered digital products across fintech, gaming, creator economy, insurance, and blockchain. Strong expertise in simplifying complex systems, improving user flows, and collaborating with cross-functional teams. Focused on end-to-end product design, design systems, usability, and product thinking.

### CORE SKILLS

- **Product & UX Design:** user research, interaction design, information architecture, usability testing, prototyping, product discovery, flows, journey mapping
- **Design Systems:** components, tokens, documentation, governance, scalability, accessibility standards, cross-team alignment
- **AI for Design:** AI-assisted ideation (ChatGPT, Claude, Figma AI, Midjourney), research synthesis, prototyping, UX writing support, concept exploration, workflow acceleration
- **Collaboration:** engineering partnership, design QA, handoff, backlog refinement, requirements definition, stakeholder management
- **Tools:** Figma, FigJam, Notion, Jira, Confluence, Miro
- **Technical:** HTML/CSS (basic), design QA, accessibility fundamentals, understanding of component architecture

### EXPERIENCE

#### Freelance Product Designer (2024–Present)

Designed and delivered intuitive interfaces for blockchain-based applications, simplifying technical concepts and improving onboarding clarity.

#### Snackclub — Product Designer (2022–2023)

Designed and delivered intuitive interfaces for blockchain-based applications, simplifying technical concepts and improving onboarding clarity.

#### LOUD — UX/UI Designer (2020–2022)

Designed platforms for influencer management, content scheduling, and analytics. Improved onboarding and reduced user friction.

#### Ziigo — UX/UI Designer (2019–2020)

Designed insurance app interfaces improving policy management, claims, and onboarding. Collaborated with cross-functional teams to ensure regulatory compliance and seamless user experiences.

#### Federal University of Ceará — UX/UI Designer (2018–2019)

Designed and optimized academic platforms improving usability and engagement in student portals.

### EDUCATION

Bachelor in Digital Design — Federal University of Ceará (2015–2018)

### LANGUAGES

Advanced English | Beginner German | Native Portuguese

### CERTIFICATES

- AI for Designers — Interaction Design Foundation
- Accessibility: How to Design for All — Interaction Design Foundation
- Technology in Cinema and Audiovisual — Assum Preto Filmes Brazil