Bruna M. Campos

UX/UI Designer | Product Designer

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Professional Summary

UX/UI and Product Designer with over 7 years of experience designing and evolving user-centered digital products. End-to-end experience from discovery to delivery: research, ideation, prototyping, usability testing, and validation. Skilled in user interviews, heuristic evaluations, design systems, and data-driven decision-making. Bachelor's in Information Systems with a Front-End background, enabling design solutions aligned with technical feasibility. Uses AI in the design process to speed up ideation and synthesize research data. Experienced collaborating with cross-functional product and engineering teams.

Professional Experience

Venturus — UX/UI Designer (Senior)

Sep/2021 – Oct/2026

- End-to-end design, from discovery to delivery, for a large international company's product, developing and evolving new features.
- Redesigned table filters modeled on Excel, based on feedback from users handling large volumes of data; the solution was validated, shipped, and its adoption tracked via Matomo.
- Partnered closely with product and engineering on data-driven, usable, and scalable design decisions.

Paraná Banco — Product Designer (Mid-level)

Jun/2021 – Sep/2021

- Owned the design of the payroll loan product for the Brazilian Army.
- Led improvements based on user research and metrics analysis to enhance user experience and product performance.

Matera Systems — UX/UI Designer (Junior)

Nov/2019 – Jun/2021

- Worked on user research, ideation, prototyping, usability testing, and visual design for digital products and systems.

Education

Postgraduate Degree in UX and Agility — PUC Minas, 2022 – 2023

Bachelor's Degree in Information Systems — FHO | Uniararas, 2015 – 2018

Skills

UX/UI: UX research (qualitative & quantitative), discovery, user interviews, usability testing, heuristic evaluation, personas, user journeys, information architecture, wireframes, low-to-high fidelity prototypes, design systems, accessibility (WCAG), data-driven design

Methodologies: Design Thinking, Design Sprint, Scrum, Kanban

Tools: Figma, Miro, Adobe XD, Sketch, Axure, Photoshop, Illustrator

Analytics: Matomo

AI: generative AI tools for ideation, research synthesis, and documentation

Platforms: Mobile, Desktop, Tablet, Smart TV

Guidelines: Material Design, iOS Human Interface Guidelines, Bootstrap

Languages

Portuguese — Native
English — Advanced