

Jusley Smaly

Senior Product Designer
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I am **Jusley Smaly**, a seasoned Product Designer with nearly **20 years of experience** in creating impactful and user-centric designs. My journey has spanned various industries, from tech startups to established corporations, where I've honed my skills in user research, interaction design, and visual design. My expertise lies in building intuitive and efficient interfaces, conducting thorough UX research, and developing comprehensive design systems. I thrive in collaborative environments, working closely with multidisciplinary teams to deliver exceptional user experiences. My ability to map and design complex ecosystems, along with my strong visual design sense, sets me apart as a professional. I take pride in my work, always aiming for excellence and innovation in every project I undertake.

WORK EXPERIENCE

● Senior Product Designer ▶ Boticário Group | Aug 2022 - Jun 2024

Grupo Boticário is one of the largest beauty companies in Latin America, operating a vast franchise network and multiple brands.

Projects & Role:

- Anticipation of Receivables for Suppliers – Developed a solution to accelerate supplier payments.
- Dealer Credit Analysis – Designed an integrated platform for supplier credit evaluation.

Key Responsibilities:

- Led Discovery processes, analyzing customer behavior and business KPIs.
- Mapped and optimized service blueprints, improving user journeys and operations.
- Conducted user research to drive product and service improvements.
- Designed experience prototypes and collaborated with teams for implementation.

- Contributed to the design system, ensuring consistency and usability.
- Monitored business results, ensuring continuous updates to customer journeys.

● **Senior Product Designer (Contract) ▶ UG & Co** | Jan 2022 - Aug 2022

UG & Co. develops sustainable products that support Amazonian biodiversity and local communities while driving bioeconomic growth.

Projects & Role:

- Sustainable Product Innovation – Designed eco-friendly products like Pirarucu fish-based goods in partnership with traditional communities.
- Origens Brasil® Traceability Network – Developed solutions to ensure transparent and ethical trade between companies and indigenous communities.
- Brand Identity Development – Created visual identities for Amazon-inspired natural products, aligning with sustainability values.

Key Responsibilities:

- Conducted user research with local communities to ensure cultural and environmental alignment.
- Designed product concepts and packaging, integrating sustainability principles.
- Developed and tested prototypes through an iterative feedback loop.
- Collaborated with ecologists, community leaders, and marketing teams for holistic solutions.
- Measured sustainability impact, ensuring positive environmental and social outcomes.

● **Senior Product Designer ▶ Contabilizei** | Apr 2022 - Jul 2022

Contabilizei is an online accounting platform that simplifies financial management for small businesses in Brazil.

Projects & Role:

- User Acquisition Research – Led research to analyze declining growth metrics in SEO and paid campaigns.

Key Responsibilities:

- Collaborated with UX researchers to refine product concepts using qualitative and quantitative data.

- Worked with engineers, PMs, and service teams to ensure UX, business, and technical success.
- Led data collection & analysis, informing strategic decisions.
- Conducted user research (interviews, A/B testing, surveys, analytics).
- Developed new methods to share research insights, promoting knowledge democratization ([view here](#)).
- Identified improvement opportunities through data-driven experiments.

● Senior Product Designer ▶ Tag/Stone Co. | Jan 2021 - Feb 2022

Tag/Stone Co. provides regulatory, API-based financial infrastructure solutions for businesses.

Projects & Role:

- **Design System Development** – Built the company’s first design system, forming the foundation for digital products.
- **API Interface Products** – Designed user-friendly interfaces to simplify API access for small market players.
- **Operational Optimization** – Developed solutions to enhance internal team workflows and customer interactions.

Key Responsibilities:

- Established and maintained the design system, ensuring consistency across products.
- Created API documentation for the design team, later adopted by other teams ([view here](#)).
- Worked with engineers & PMs to integrate design into strategic product decisions.
- Mentored junior designers and fostered a collaborative team environment.
- Led user research, incorporating customer feedback into product development.
- Bridged Design, Product, Engineering, and Marketing, ensuring alignment.

● **Product Designer (Freelance) ▶ Bradesco - Sapient/AG2** | Aug 2020 - Dec 2020

Bradesco is one of Brazil's largest banks, offering a wide range of financial services, including investments and digital banking solutions.

Projects & Role:

- Investment Product UX Design – Designed and optimized user journeys for Bradesco's investment platform.

Key Responsibilities:

- Collaborated with PMs, designers, and developers to enhance the product experience.
- Led end-to-end UX/UI processes, from discovery to final interface design.
- Conducted qualitative and quantitative research to inform design decisions.
- Built personas, journey maps, user flows, and prototypes (low and high fidelity).
- Performed usability testing and research to identify improvements and solutions.
- Monitored product performance and suggested refinements based on data.

● **Product Designer (Contract) ▶ VEGA I.T.** | Apr 2019 - Dec 2019

Vega I.T. develops innovative digital solutions for the hospitality industry, enhancing operational efficiency and guest experience.

Projects & Role:

- Integrated Maintenance System – Designed a platform to centralize hotel maintenance and work order management.
- Virtual Smart Key – Created a digital key solution for seamless guest access via mobile devices.

Key Responsibilities:

- Conducted research, benchmarking, and design thinking sessions to guide product decisions.
- Designed user-friendly interfaces, focusing on usability, accessibility, and information architecture.
- Developed prototypes, user flows, and components, ensuring effective user interactions.
- Led usability testing, A/B testing, and analytics tracking to improve products continuously.

- Monitored key metrics (NPS, CSAT, heatmaps, and surveys) to enhance user satisfaction.
- Presented findings to stakeholders using strong storytelling techniques.
- Kept the team updated on emerging trends and technologies in digital product design.

● **UX/UI Designer / Full-Stack Dev (Founder) ▶ 92dpi - Agency | Jan 2012 - Feb 2019**

92dpi was the first digital agency in northern Brazil, specializing in web development, digital marketing, and performance strategies.

Projects & Role:

- **Corporate & E-commerce Websites** – Developed websites, portals, and online stores for various industries.
- **Digital Marketing Campaigns** – Created and managed performance-driven advertising and social media strategies.
- **Visual Identity Systems** – Designed branding and visual identities for businesses entering the digital space.

Key Responsibilities:

- Led web development, including e-commerce and CMS-based platforms.
- Managed digital media strategies, optimizing ad networks and social campaigns.
- Built and directed a remote team, scaling operations for a growing client base.
- Designed branding & visual identity systems, ensuring digital consistency.
- Developed performance campaigns using data-driven insights.
- Strengthened client communication & project management, ensuring seamless execution.

● **Designer ▶ Calderaro Communication Network | Jan 2001 - Dec 2011**

One of the largest media groups in northern Brazil, operating newspapers, TV, radio, and digital platforms.

Projects & Role:

- **Newspaper Portal Development** – Created and evolved the group's first digital news platform.
- **Marketing Campaigns** – Designed visual identities, commercial proposals, and advertising campaigns across print, TV, web, and radio.

- Visual Identity System – Standardized branding elements, including logos, uniforms, and marketing materials.

Key Responsibilities:

- Started as an intern, growing to Art Director, leading a team of 5 designers.
- Developed and maintained the group's digital newspaper, shaping its online presence.
- Created integrated marketing campaigns across multiple media platforms.
- Designed and implemented the company's visual identity system, ensuring brand consistency.

EDUCATION

● **UFAM - Federal University of Amazonas**

Bachelor's Degree in Design & Visual Communications (1999 – 2006)

Developed a strong foundation in design principles, visual communication, and user-centered methodologies, shaping my career in graphic and digital product design.

● **FMM - Mathias Machline Foundation**

High School & Vocational Training in Data Processing (1995 – 1997)

Earned a Data Processing Technician diploma at Brazil's leading vocational high school in the North Region, gaining essential technical and analytical skills.

HARD SKILLS

UX & Research: UX/UI, User Research, Usability, Data-Driven Design, Accessibility

Design & Prototyping: Wireframing, Prototyping, Interaction, IA, Visual Design

Design Systems & Dev: Design Systems, Front-End Basics, Handoff, Accessibility

Strategy & Process: Product Strategy, Agile, Lean UX, Design Thinking, System Thinking

TOOLS

Design & Prototyping: Figma, Adobe XD, Sketch

User Research: Maze, Hotjar, Google Analytics, Lookback

Collaboration: Notion, Confluence, Miro, FigJam

Handoff & Design Systems: Zeplin, Storybook, ZeroHeight

Project Management: Jira, Trello, Asana

Utilities: Airtable, Google Workspace, Slack

CERTIFICATIONS

● UX & Product Design:

- Master Digital Product Design: UX Research & UI Design (Udemy)
- Object-Oriented UX (OOUX) Fundamentals (Udemy)
- Build Persuasive Products (Udemy)
- UI/UX Design Hybrid: Figma to HTML, CSS, JavaScript (Udemy)

● Strategy & Process:

- Design Thinking & Project Management: 2-in-1 Complete Guides (Udemy)
- Overview of the Disruptive Design Method (UnSchool of Disruptive Design)

● Business & Technology:

- BPMN for Business Analysts (Udemy)
- Software Architecture & Technology of Large-Scale Systems (Udemy)

● Language Proficiency:

- EF SET English Certificate (C1 Advanced)

LANGUAGES

- Portuguese: Native
- English: Advanced (C1 Level)