

Allana Ferreira

UX Designer | Team Lead | Fintech

Miami, FL

(754) 244-4345 | allanacpferreira@gmail.com

<https://www.linkedin.com/in/allanacpferreira/>

<https://www.allanaferreira.com>

EXPERIENCE

Safrapay (Safra National Bank). Aventura, FL – UX Manager

JAN 2021 - PRESENT

- Managing multiple research and design initiatives for payments, banking, and credit products in different channels such as mobile and web-based applications, and overseeing the end-to-end user experience.
- Conducting the contract and relationship with the Accessibility auditor and managing proper remediation with developers and UX team.
- Communicating with Legal and Compliance for our brand and materials.
- Collaborating with different areas such as product managers, product owners, developers, customer support, and stakeholders while advocating for the user.

★ Winner of the Company's Collaboration Award in 2020 and 2021.

Safrapay (Safra National Bank). Aventura, FL – UX Designer

JUL 2019 - JAN 2021

- Supported all research activities such as Focus groups, User interviews, and Usability testing. Helped and facilitated workshops to define the product needs from a business perspective, applying google design sprint and LUMA methodologies.
- Led a B2B SaaS (ISO Portal) product design and did interviews to define the user persona, created flows, wireframes, and high-fidelity prototypes respecting the brand and design system in place.
- Conducted relationship with third party agency to deliver the first version of the Safrapay banking app.
- Coordinated design for Debit and Credit Cards.

ONG Global Org. – Volunteer UX Mentor

JUL 2021 - PRESENT

- Mentoring junior UX designers with feedback and guidance in research and design.

Freelance, Multiple Clients – UX/UI Designer

JUN 2018 - JUN 2019

- Consulting with clients to understand business needs.
- Providing creative input in the strategic development of marketing materials, and offering usability design recommendations to help achieve the project goals.
- Responsible for the creative layout and design of marketing pieces for digital media, including animations.

EDUCATION

Digital Transformation in Financial Services – Specialization

JAN 2021

Copenhagen Business School (Coursera) - Personal investment

UX/UI Design – 400 hr+ Program

MAY - DEC 2018

Ironhack, Miami - Uber Scholarship Winner

Mechanical Engineering – Bachelor's Degree

JAN 2012 - NOV 2017

UFPE, Brazil

SKILLS

Critical Thinking, Team Work, Empathy, Research, Information Architecture, Rapid Prototyping, Interaction Design.

TOOLS

Figma, Sketch, Adobe XD, Mural, Miro, Camtasia, UserTesting, Userlytics, and project management tools.