Bruna Zsigmond

SENIOR USER EXPERIENCE DESIGNER | SERVICE DESIGNER

Remote | LinkedIn | Portfolio | bruna.zsig@gmail.com

User Experience designer with over 5 years of experience, specializing in user-centered design, research, experimentation, and user journey development. Experience working remotely on digital products at two major financial companies, Cielo and Pagar.me, impacting over 1 million users across Brazil, from entrepreneurs to large retailers. Expertise includes Checkout, Payment Links, Tap On Phone, API, WhatsApp Pay, Split Payments, Gateway, POS, and e-commerce payment services.

WORK EXPERIENCE

Cielo   **Remote**

Senior User Experience Designer | Service Designer   *September 2021 - Present*

- Spearheaded the analysis of 150+ customer journeys within a collaborative team; pinpointed three major vulnerabilities and implemented security measures that strengthened Cielo's e-commerce platform against potential information breaches.
- Mapped over 40 systems, interviewed 30+ people from different areas, and addressed 40 points of vulnerability within the e-commerce ecosystem, all accomplished by a remote team.
- Led the end-to-end user experience in Cielo's partnership with Meta through the WhatsApp messaging app, making the service available to over 1 million clients.
- Identified experience gaps and developed improvement plans by conducting market research on over 10 of Cielo's main competitors.
- Performed interviews and tested a new product flow with representatives from 10 companies in individual remote sessions.
- Analyzed flaws and refined more than 8 prototypes, ensuring resource savings and an improved customer experience.

Pagar.me   **Remote**

User Experience Designer Junior   *February 2021 – September 2021*

- Facilitated to developing a migration plan for over 300 enterprises transitioning from a legacy product to the new Pagar.me Dashboard.
- Conducted remote usability testing with 5 customers to evaluate new flows within the e-commerce product.
- Implemented Financial statement project for new Pagar.me Dashboard used market research techniques and customer journey design.

Noto   **Remote**
Designer   *October 2018 – January 2021*

- Designed three summer collections totaling over 40 products, handling everything from ideation and theme selection to market research, material choice, modeling, sewing, and packaging.
- Produced over 5 fashion events in Rio de Janeiro, managing registration, setup, sales, and after-sales of the brand's garments.
- Coordinated a team of four who managed the sales and product development areas.

EDUCATION

Universidade Veiga de Almeida   **Rio de Janeiro, Brazil**
Fashion Design Bachelor's Degree   *Graduation Date: November 2020*

Universidade Federal Fluminense   **Rio de Janeiro, Brazil**
Cultural Resources Management Bachelor's Degree   *Graduation Date: November 2018*

Libera Università de Lingue e Comunicazione   **Milan, Italy**
Academic Mobility Program, Communication and Arts   *February 2015 - July 2015*

COURSES

Hyper Island Brazil
Future Leadership   *Date: July 2024*

Conquer
Artificial Intelligence   *Date: May 2024*

Conquer
Leadership   *Date: November 2022*

Lemonade School
Customer Experience and Digital Products   *Graduation Date: March 2022*

Design Circuit
Product Design   *Graduation Date: September 2020*

Mergo
Design Strategy   *Graduation Date: June 2020*

LANGUAGES, SKILLS & INTERESTS

Languages: Portuguese (Native), English (Advanced), Italian (Intermediate B2), French (Intermediate B1), Spanish (Intermediate B1)

Skills: UX Design, Service Design, CX Design, Miro, User Research, Wireframing, UX Research, User-centered design, Usability testing, Design thinking,Design strategy, Product development, UX Strategy, Customer Journey, Experience design, Agile methodologies, Service design, Interaction Design

Interests: Financial Services**,** Digital Experiences, E-commerce, Innovation