

Leticia Diefenbach, Product Designer

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LINKS

[Portfolio](#), [LinkedIn](#)

PROFILE

+5 year experienced Product Designer, currently working for Dell Technologies. My mission is to create innovative experiences that are not beautiful but useful and highly data-driven. Currently open to work.

EMPLOYMENT HISTORY

Feb 2022 — Present	Product Designer, Dell Technologies	Brazil - Remote
	<ul style="list-style-type: none">Designing customer-facing and internal softwares at Dell global team. I plan and facilitate product strategy from end to end, from the business requirement, roadmap, ideation, and design, to the hand-off phase (Design & Framing process).Combining data-driven and user-centric methodologies for better results for large-scale products across the globe.Collaborating with the product team to translate business goals into beautiful (UI) and useful (UX) designs on Figma in a rapidly growing environment.Responsible for usability tests with the internal team and end-users, iterating with the business, and creating high-fidelity prototypes. Ensuring HCI usability and accessibility requirements are fulfilled.Provided guidance and mentorship to junior designers.	
Jun 2021 — Jan 2022	UX Designer, BTG Pactual	São Paulo
	<ul style="list-style-type: none">Improved conversion rate by 55% through end-to-end process for Landing Pages design, leveraging data-driven solutionsDrove product decisions and improved design skills by delivering user journeys, wireframes and flows to improve visual design.	
Jan 2020 — Jun 2021	Business Strategic Analyst, BTG Pactual	São Paulo
	<ul style="list-style-type: none">Managed multiple Consumer Insights strategy projects with a diverse range of clients and agencies, from day-to-day to top-level management, as BTG Pactual, Avon, CNN, Exame, and others.Conducted data extraction, treatment and analysis to generate insights for research.	
Oct 2018 — Nov 2019	Product Designer, Brognoli Real State - Innovation	Florianopolis
	<ul style="list-style-type: none">Led omnichannel process for a +60 year real estate company, analyzing customer journeys and brought strategic decisions to the innovation startup's new product.Designed high-impact, user-centered services based on user research.	
May 2018 — Oct 2018	Customer Success Intern, LinkLab ACATE	Florianopolis
	<ul style="list-style-type: none">Guided strategic decisions for franchise companies on Google My Business by streamlining the review process.	

EDUCATION

Sep 2023 — Apr 2024	Degree in Usability Expert, The Interaction Design Foundation
Aug 2015 — Nov 2019	Bachelor em Administração in Administração, Universidade do Estado de Santa

SKILLS

Product Design	Expert	User Interface	Expert
User Experience Design (UX)	Expert	Usability Testing	Expert
Figma (Design Software)	Expert	User Experience	Expert
User-Centered Design	Expert	Prototyping	Expert
Problem Solving	Expert	Design Thinking	Expert

LANGUAGES

English	C1	Portuguese	Native speaker
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