

# BARBARA MUTO

PRODUCT DESIGNER 📞 913 249 250

## ◦ DETAILS ◦

913 249 250

[barbara.botassio@gmail.com](mailto:barbara.botassio@gmail.com)

## ◦ LINKS ◦

[Portfolio](#)

[LinkedIn](#)

## ◦ SKILLS ◦

Figma

Usability Testing

User Research

Wireframing

Prototyping

Maze

Microsoft Power BI

Invision

Miro

Adobe XD

Sketch

Hotjar

Looker

Google Analytics

## ◦ LANGUAGES ◦

Portuguese

English

Italian

## 👤 PROFILE

I'm a UX designer. I'm passionate about creating usable digital products. I have worked with incredibly talented people across different companies.

## 📁 EMPLOYMENT HISTORY

### Product Designer at Ubirider, Porto

July 2021 — Present

Responsible for design processes from discovery, definition, development and delivery in the b2c part of the business. Focus primarily on improving user experience of ubirider's app.

### Product Designer at Zenklub, São Paulo / Porto

August 2020 — July 2021

Cross designer in several startups squads, interacting directly with PMs, fronts and backs in an agile way. Responsible for Discovery, user interviews, usability testing, low and high fidelity wireframes and creation of an interface according to the Design System (App, Mobile and Web).

### Product Analyst / UX Designer at Kroton, São Paulo

April 2019 — August 2020

Responsible for managing several projects in the company that were linked to the user experience. Experience working with technology, marketing and sales teams. Conducting quantitative and qualitative analyzes, leading interviews, workshops, usability testing, A / B testing, pilots and MVPs and creating Wireframes to validate concepts.

### Performance Analyst at QuintoAndar, São Paulo

November 2018 — April 2019

Dashboards creation to monitor business success metrics. Project management with several areas: data, design and technology.

## 🎓 EDUCATION

### Graduated in social sciences, Universidade Federal de São Carlos, São Carlos

January 2012 — December 2015

### Master in social sciences, Universidade Federal de São Carlos, São Carlos

January 2016 — April 2018

## ⚙️ COURSES

### Design System Specialist, Meiuca

June 2021 — June 2021

### UX Design, Google

March 2021 — Present

### Visual Elements of User Interface Design, California Institute of the Arts

February 2020 — May 2020