

Thais Dybax de Andrade

Product Designer - Generalist

www.thaisdybax.com

+ 55 41 99693 1395

thaisdybax@gmail.com

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

Work experience

Raia Drogasil SA / Product Designer

Aug 2021 - Feb 2024

I launched solutions for 2 different drugstore brands of the company - Droga Raia and Drogasil, designing for their apps, websites, and mobile website versions, used for 11M.798K Brazilians.

- I created features that increase products' findability through the platforms, removing users' pain points, increasing sales and meeting the OKRs.
- 46% of monthly searches using the barcode reading converted into purchases - a feature implemented with my design and research.
- Design and research of quick filters, a feature that brings around \$135K of income every month.
- I collaborated closely with product managers, developers, researchers, designers of other squads & the sales team to arrive at solutions. I also facilitated design reviews with the stakeholders and used moderation techniques to include all present participants to collaborate on the discussions.

Interexchange USA / Au pair

Jul 2018 - Jul 2020

Work and study exchange program in which families in the United States host an exchange student.

- I managed the family kids' routines, taking them to school, driving them to extra classes, and helping with homework and craft activities.
- I also took college credit classes, such as English and WordPress.

With this amazing experience, I learned habits, customs, traditions, language, and a little bit of legislation in a new country. I also comprehended more

Skills

Research: User's interview

- Personas • Hypothesis building • A/B Testing & Experiment • Moderated and Unmoderated Usability Testing • Data clustering (Miro) • Data analysis - Power Bi, Google Analytics • Research findings presentation • Documentation - Notion

Design: Strategy & vision

- presentations • Usage of design thinking process • Figma • Conceptual sketches • User flows • Wireframes • Mock-ups • Design Systems & Style guides • Pixel perfect layout

Prototyping: Rapid

- prototyping using Figma • Basic knowledge in HTML, CSS and JS

Collaboration: Design

- critiques

about children and human behavior in general.

FOG Agency/ Designer

Jan 2016 - Feb 2018

Design of online and offline materials for the agency's clients, such as websites, posts for Instagram and Facebook, product packages, event stands, and board games.

- I've designed two packages for cookies with national distribution that are still available for sale nowadays, Tubetes Snack and Barion honey bread.

UNAPMIF/ Designer Freelancer

Oct 2016 - Dec 2016

After participating in and winning a design and brand identity competition, I was invited by this non-profit organization to develop all communication and graphic materials for the Cairo - Egypt Summit, which debated strategies for implementing the Sustainable Development Goals prepared by the UN.

Education

2024

CodeMonkey.com: JavaScript

Google Cloud: Introduction to Generative AI

2023 - 2020

Google and Coursera: UX Design Certification Program (approximately 300h)

FreeCodeCamp.com: CSS and HTML

Alura - Technology Online School: UX, UI, Agile and Front-end Certificate

2012 - 2015

Pontifícia Universidade Católica do Paraná:
Bachelor's Degree in Social Communication with Emphasis on Advertising

Languages

Portuguese

English

Intermediate Spanish