Letícia Miranda

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Senior UX Researcher | Project Manager

Summary:

- 7+ years of experience in the UX Research, Project Management, and UX Design fields;
- Experience working with a variety of high-profile clients globally across numerous industries, including e-commerce, clothing, banking, insurance, agriculture, health, IT services, fintech, pharmaceuticals, and more;
- Experienced in planning, conducting, and analyzing research to drive business and product growth, focusing on process optimization through BPMN and Conversion Rate Optimization (CRO).
- Skilled in using various quantitative and qualitative research methods (Surveys, A/B Testing, Card sorting, Usability Testing, Interviews, etc.) and research tools (Maze, Usabilityhub, Lookback, User interviews, Ux Tweak, Hotjar, Figma, etc);
- Great communication abilities, problem-solving, high motivation for reaching quality, team leadership;
- Experienced in working in distributed teams of different sizes, across different time zones;
- Focused on deep analytics of user problems and actions to achieve a high-level user experience;
- Design Thinking, UX Strategist, Behavioral Research;
- Managing project timelines, daily operations, client expectations, and conflicts;
- Excellent time management, prioritization, and organizational skills;
- Coordination of resources to achieve the end goal;
- Impact assessment, project implementation;
- Main languages: English, Portuguese.

Education:

BA in Architecture and Urbanism, SENAC University - São Paulo/Brazil
MBA - Digital Business, Esalq/USP - Universidade de São Paulo
Project Management: Professional Certificate - Google Career Certificates

Work Experience:

ilegra
Lead Ux Researcher at ADP   Feb 2024 - Present
BairesDev
Senior Ux Researcher - Growth Team   Oct 2021 - Feb 2024
DataArt
Senior Ux Researcher | Project Manager at Northwell Health   Apr 2023 -   Jan 2024
MJV Technology & Innovation
Ux Researcher | Project Manager at Claro, Bayer, Bradesco & IFF   Sep 2020 – Oct 2021
FCamara
Ux Researcher | Project Manager & UX Designer Lead   Aug 2019 - Sep 2020
Juni - Conversion Rate Optimization
Ux Researcher (CRO) | Project Manager & UX Designer Lead   Jun 2018 - Aug 2019

Recently Completed Projects:

A digital platform to improve the patient's experience on their healthcare journey

Client: US-based healthcare company - Surgery pavilion facility

Description: The project aimed to develop a product for a healthcare company, specifically a hospital's surgery facility. Our efforts focused on improving the patient experience, by understanding the core issues that patients have faced at every step of their healthcare journey. The initial phase involved conducting comprehensive mixed-methods research. This included discovery sessions, storyboard creation, user journey mapping, and system blueprint mapping. These methodologies were chosen to ensure a thorough understanding of user needs and preferences. Subsequently, mockups and prototypes were created to visualize the proposed product's functionality and design. This iterative process played a crucial role in informing the development process and ensuring alignment with the hospital's objectives.

Environments: Figma, Miro, UserZoom

Position: UX Researcher | Project Manager

Activities:

- Conducting discovery research to gain initial insights into user needs and preferences.
- Analyzing customers through storyboards and user scenarios to gain insights into their needs and behaviors.
- Designing the user testing plan and approach to ensure a thorough evaluation of the product's usability and effectiveness.
- Creating wireframes and mockups to visually communicate proposed designs and concepts to the project team.

Restructure of the company's lead-facing channels (website, landing pages, blog, etc)

Client: US-based software outsourcing company

Description: The client underwent a rebranding process and sought to align their main customer-facing channels with the new brand visuals. This presented an opportunity to address technical debts and enhance the user journey as necessary. Collaborating with a product team, we redesigned the website, blog, landing pages, and lead-qualifying form to incorporate the updated brand identity. Throughout the active phase of this project, spanning a year, I spearheaded a research initiative to evaluate and validate the concepts behind these channels with both users and stakeholders. The successful implementation of these redesigned pages, improving design, user experience, and technology, resulted in a remarkable 300% increase in the business value derived from leads.

Environments: Figma, Miro, Maze, UserInterviews, Hotjar, Google Analytics

Position: UX Researcher Lead

Activities:

- Planning the research process, including defining objectives, selecting methodologies, and creating a research plan.
- Creating interview and usability testing scripts to ensure consistency and gather relevant data.

- Setting up and conducting moderated and unmoderated usability testing sessions with target users (US-based, High-ranking office people (CxO, VPs, Directors, Responsible for headcount budget.) to gather feedback on existing channels and prototypes.
- Analyzing qualitative and quantitative data gathered from interviews and usability tests to identify patterns and insights.
- Presenting research findings to stakeholders to share insights and validate proposed solutions.

Payroll & HR Software Optimization Project

Client: International human capital management company
Description: Building on the success of optimizing the payroll system for the German division, the client sought to replicate this success in their operations in Latin America. The project aimed to identify optimization opportunities within the Latin American Human Capital Management system, leveraging insights gained from similar issues encountered in the German system. This initiative targeted HR practitioners and resulted in the identification of quick wins and optimization opportunities for the company's upcoming fiscal year. These findings ensured that the identified opportunities received adequate resources, addressing the main pain points of HR practitioners, who are the client's key users.

Environments: Figma, Miro, Cisco's Webex, Tableau, Google Analytics
Position: Project Manager, User Researcher
Activities:

- Analyzing the German division's payroll system optimization.
- Gathering requirements for the Latin American Human Capital Management system.
- Interviewing internal stakeholders, and the system's users (HR practitioners).
- Analyzing collected data to identify optimization opportunities.
- Prioritizing quick wins based on impact and feasibility.
- Developing actionable optimization recommendations.
- Presenting findings and recommendations to stakeholders.

Evaluating and ranking software outsourcing company guarantees

Client: US-based software outsourcing company
Description: The client aimed to enhance their landing pages by prominently featuring guarantees, such as '1 month free' or 'Get your money back', in order to incentivize prospects to engage with their sales teams. This project focused on evaluating the effectiveness of various guarantees through moderated usability tests, with the goal of ranking them from most to least compelling and engaging. Upon completion of the study, we compiled a report that not only ranked the guarantees but also included feedback collected during the tests. This feedback informed design, strategic, and legal adjustments to optimize the presentation and overall structure of the client's offers.

Environments: Miro, Figma, Zoom, UserInterviews, Google Analytics
Position: UX Researcher Lead
Activities:

- Planning the research process, including defining objectives, selecting methodologies, and creating a research plan.
- Creating interview and usability testing scripts to ensure consistency and gather relevant data.

- Recruiting and interviewing target users - US-based, High-ranking office people (CxO, VPs, Directors, Responsible for headcount budget.)
- Analyzing data and compiling it into a comprehensive report.

Retail e-commerce poll

Client: Brazil-based Clothing retail company
Description: While analyzing the client's e-commerce sales funnel performance, a significant drop was observed at the checkout step. Users reached the checkout page but failed to complete their purchases for various reasons. In an effort to uncover these reasons, an in-site poll was created and presented during checkout, asking users about their experiences and why they were leaving the website. The results revealed that bugs were preventing users from completing their purchases, along with other issues such as confusion regarding coupons and discounts, and difficulty in visualizing alternative payment methods.

Environments: Adobe XD, Hotjar, Google Analytics
Position: UX Researcher | Project Manager

Activities:

- Conducting a diagnosis analysis on the client's website.
- Planning the research - Writing the poll's question logic and flux.
- Building the poll on Hotjar.
- Analyzing and presenting results to the client.

Skills:

Research Frameworks:
BPMN, IBM Research, IDEO, Atomic UX Research, The Research Funnel, Design Science Research (academic), Activity-Centered Design, Design Thinking, Growth Research: A/B tests - end to end, Conversion Rate Optimization.

Design Environments:
Adobe Photoshop, Adobe XD, Figma.

Research and Analytical Tools:
Survey Monkey, Typeform, Tableau, Google Analytics, Miro, UserZoom, Lookback, Maze, Usabilityhub, User interviews, Ux Tweak, Hotjar, Crazyegg, LogRocket

Licenses & Certifications:

MBA in Digital Business
Universidade de São Paulo (USP) | 2023 - 2024

Project Management: Professional Certificate - Google Career Certificates
Google | 2024-2024

Design Strategist Career
Trailhead By Salesforce | 2021 - 2021

Leading High-Performance Teams
Sebrae | 2021 - 2021

User Experience: Research and Design (Specialization)
University Of Michigan - Coursera | 2019-2019

Neuroscience Applied to UX
Udemy - Amyris Fernandes | 2019-2019

Process Management and Process Improvement
Fundação Vanzolini | 2019-2019

Heuristic Analysis in UX
Udemy - Amyris Fernandes | 2019-2019

UX Design (Fundamentals, UX Strategy, UX Usability, UX Product, UX Research, and Microcopy).
Alura | 2018-2018

Career in UX Design
Alura | 2018-2018

Development for Non-Developers
Mastertech | 2019-2019