Júlia Savaris

Product Designer | Digital Accessibility | Mobile & Web Experiences

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SUMMARY

Product Designer with **3+ years of experience** designing **end-to-end web and mobile products**, from discovery to implementation. Combines user research and product analytics to improve usability and reduce friction in digital experiences. Redesigned the web registration experience for a public service platform, **contributing to a 50% increase in registrations** across web and app platforms compared with the previous year. Experienced in **Design Systems, accessibility (WCAG 2.2), and cross-functional collaboration** with engineering teams.

SKILLS

Product Design: discovery, design thinking, user flows and journeys, wireframes, prototyping (low and high fidelity), responsive interfaces, design system, usability, WCAG 2.2, accessibility testing, UX writing.
Research and data: user research, usability testing, user interviews, personas, competitive analysis, heuristic evaluation, concept validation, Google Analytics, product metrics.
Tools and technologies: Figma (components, variants, variables, auto layout, shared libraries, interactive prototyping), FigJam, Miro, Maze, Claude Code, HTML, CSS, JavaScript (basic), Swift.

PROFESSIONAL EXPERIENCE

UX/UI Designer

Lactec (Research Institute for Development), Curitiba, BR – Hybrid Mar 2025 to Mar 2026

- Led end-to-end design for **7+ B2B, B2C, and G2C web and mobile products across 5 teams**, from discovery to implementation, translating business requirements and technical constraints into **user flows, journey maps, wireframes, and hi-fi prototypes** in Figma.
- Redesigned the Paraná Public Defender's Office **web registration experience** for **desktop and mobile**, using stakeholder interviews and competitive analysis to identify friction points and improve form usability. The redesign contributed to a **50% increase** in registrations across web and app platforms compared with the previous year, with **10k service interactions** in 2 months.
- Analyzed Google Analytics data to restructure a public institution's website information architecture, designing responsive interfaces for a mobile-first audience and reducing, in the redesigned flow, **clicks** to registration from **3 to 1** and to service location search from **4 to 1**.
- Built a **design system** in **Figma** with design tokens, shared libraries, **20+ documented component sets**, and a UX writing guide, reducing implementation time and improving UI consistency. Delivered the foundation in **under 2 months** with consistent UI and built for full compatibility with the front-end framework.
- **Validated 4 digital systems** in collaboration with product and engineering teams, conducting **design QA** across **usability, UI consistency, responsiveness, and accessibility** (WCAG 2.2 AA). Performed **extensive accessibility testing** on a G2C system before release, ensuring the experience met accessibility requirements and supporting a smooth developer handoff.

Key Technologies and Tools: Figma, Google Analytics, Design systems, Nielsen's heuristics, accessibility testing (WCAG 2.2), competitive analysis, user flows, journey mapping, Scrum.

Product Designer
Apple Developer Academy, Curitiba, BR Feb 2023 to Dec 2024

- Co-created and launched **4 B2C** apps for iPhone and Apple Watch, generating **900+ downloads** and **26+ organic purchases**, alongside **4,800+ Apple Search Ads impressions**. Tracked downloads and purchases to monitor product performance.
- Led product discovery across all projects through **qualitative and quantitative research**, interviews, personas, journey mapping, and competitive analysis, framing hypotheses and turning insights into design decisions.
- Validated hypotheses through usability testing and low-cost MVPs. In a **proof of concept with 16 participants**, identified improvements to a language app's core mechanic and guided its design; after a second testing round, the app **reached #65 in the App Store** Education category.
- Designed **10+ apps,** from wireframes and functional hi-fi prototypes to Swift code, following Apple's Human Interface Guidelines (HIG) with design systems and component libraries.
- Collaborated with **cross-functional teams and developers** using **Scrum** and **Kanban**, presented design decisions in English to Apple staff, and incorporated **feedback** from **design critiques** to refine design solutions.

Key Technologies and Tools: Figma, SwiftUI, Human Interface Guidelines, design systems, user flows, journey mapping, Crazy 8s, design critiques, branding, App Store Connect Analytics, Apple Search Ads.

Graphic Design Internship
iCities Smart Cities Solutions, Curitiba, BR Jan 2022 to Apr 2022

- Created the **visual identity and brand guidelines** for a subsidiary institute of iCities, establishing a consistent visual language across corporate communications and materials, including letterheads, business cards, and email signatures.
- Created **social media** content to support digital marketing campaigns and promote Smart City Expo Curitiba 2022, an event that attracted over 10,000 visitors and participants.

EDUCATION

Postgraduate Certificate in User Experience Design and Beyond
Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, RS Oct 2024 to Dec 2025
- Thesis: Analysis and Development of Material on Accessibility Applied to Interfaces for UX Designers.
Bachelor's Degree in Graphic Design
Universidade Federal do Paraná, Curitiba, PR Mar 2020 to Dec 2023
- Bachelor Thesis: Glicopet, a glucose meter interface and app for children with Type 1 diabetes.

CERTIFICATES/COURSES

How to design for accessibility: for UX Designers (WCAG 2.2), Udemy Aug 2025
Google UX Design Professional Certificate, Google Coursera Jan 2025

AWARDS

Design for a Better World Award 2024, Centro Brasil Design - Winner, Concept category.
14th Brazilian Design Award 2024, ABEDESIGN - Student Bronze, Digital Design category.
Swift Student Challenge 2024, Apple - Winner.

LANGUAGES

Portuguese: Native | **English:** Fluent (C1) | **Spanish:** Intermediate (B1) | **German:** Basic (A1)