

# Anyssa Ferreira

Senior Product Designer • São Paulo, Brazil • Remote

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## Summary

Senior Product Designer with 15+ years of experience in UX/UI and digital product design across web, mobile, SaaS, and B2C/B2B e-commerce. Background in front-end development, motion design and teaching. Strong collaborator in remote, cross-functional teams. Expert in design systems and turning complex requirements into impactful, user-centered solutions aligned with business goals.

## Experience

### Senior Product Designer — Avenue Code | Remote | 2024 – 2025

- Worked with a US-based global leader and major e-commerce player in the sports apparel industry.
- Led the design of a key internal tool for data-driven stock and pricing management and forecasting.
- **Impact:** Scaled product from validated MVP (9K SKUs) to **global rollout handling over 3 million SKUs**.
- Owned the entire UX/UI flow: discovery, flows, wireframes, prototypes, design system, and handoff.
- Played a strategic role by introducing user-centered insights that influenced core business logic.

### Senior UI/UX Designer — WP Ultimo | Remote | 2022 – 2024

- Led UX/UI for a SaaS WordPress platform.
- Built the company's design system (Figma + Zeroheight).
- Redesigned customer dashboard and multiple key product areas.

### Design Lead & Co-founder — Studio Haste | Remote | 2009 – 2022

- Delivered 80+ digital products for clients including TOTVS, Ambev, Elo7.
- Led UX strategy, UI design, and front-end dev (HTML, CSS, WordPress, React).
- Mentored designers/developers and managed remote teams.

### Graphic Design Instructor — SENAC | São Paulo | 2012 – 2017

- Taught UX, UI, graphic design, and motion to 200+ students.

## Education

Bachelor's in Graphic Design — SENAC University | São Paulo | 2008 – 2011

## Certifications

Design Systems: Components & Tokens — Alura (2023)

## Skills

**Design:** Figma, Zeroheight, Miro, FigJam, Adobe CC

**UX:** Design Systems, Wireframes, Prototypes, Flows, Usability, Accessibility

**Dev:** WordPress, HTML, CSS, Elementor, basic JS/React

**Other:** Motion Design, Handoff, Remote Collaboration

## Languages

English (Fluent) | Portuguese (Native) | Spanish (Conversational)