INGRID GOMES

PRODUCT DESIGNER

CONTACT

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LANGUAGE

PORTUGUESE - NATIVE

ENGLISH ● ● ● ● ●

SPANISH ● ● ● ○ ○

SKILLS

DESIGN THINKING

AGILE

USER RESEARCH

INFORMATION ARCHITECTURE

PROTOTYPING AND TESTING

UX METHODS

UX RESEARCH

FIGMA

ADOBE XD

ILLUSTRATOR

PHOTOSHOP

BASIC FRONT-END

👤 ABOUT ME

Senior UX Designer with 8+ years of experience designing complex digital products, primarily across SaaS platforms and large-scale systems. Strong background in information architecture, critical user flows, usability testing, and decision-support experiences, always guided by data and business context.

I spent several years at LG Lugar de Gente (HR Tech), contributing to enterprise products used by thousands of users and dealing with complex rules, multiple user profiles, and high operational impact. I also acted as a UX Supervisor, supporting team growth, improving design processes, and ensuring quality at scale.

I have an analytical mindset and genuinely enjoy solving complex problems, turning difficult systems into clear, efficient, and trustworthy user experiences. I collaborate closely with Product, Engineering, and Business teams, aligning user needs, technical feasibility, and strategic goals.

🎓 EDUCATION

> CATHOLIC UNIVERSITY OF GOIÁS   2012 - 2016

Design

> ESPM   2020-2022

Master's in Strategic Management in UX Design

💼 EXPERIENCE

> LG LUGAR DE GENTE - UX DESIGNER   2024 - 2026

After the company discontinued the UX Lead role, I took on greater ownership of new product initiatives, working autonomously from early discovery and user research to concept definition, wireframes, and high-fidelity delivery. I led initial research efforts, validated hypotheses with users, and transformed early insights into scalable, business-aligned solutions.

> LG LUGAR DE GENTE - UX SUPERVISOR   2022 - 2024

As a UX Lead, I led the standardization and evolution of the company's design system across multiple HR products, ensuring visual and interaction consistency, scalability, and accessibility. I aligned designers, developers, and stakeholders around shared standards, improved design efficiency, reduced rework, and strengthened product quality across the platform.

> LG LUGAR DE GENTE - UX DESIGNER   2021 - 2022

As an Information Architect and UX Designer, I led research, information architecture, and interaction design for Payroll, Performance Management, and Recruitment & Selection systems. I created wireframes and high-fidelity prototypes, conducted usability testing, and delivered data-driven solutions that improved efficiency, reduced errors, and supported regulatory compliance.

> WAM GROUP   2019 - 2021

In the Marketing team, I designed cross-brand visual and digital experiences and supported the development of websites and applications through information architecture, wireframing, and UX strategy.

> WOLF COMUNICAÇÃO   2016 - 2018

I worked in a multidisciplinary team to create marketing campaigns and websites for clients.

> FREELANCER   2015 - 2019

I worked with branding, website design, and advertising materials.