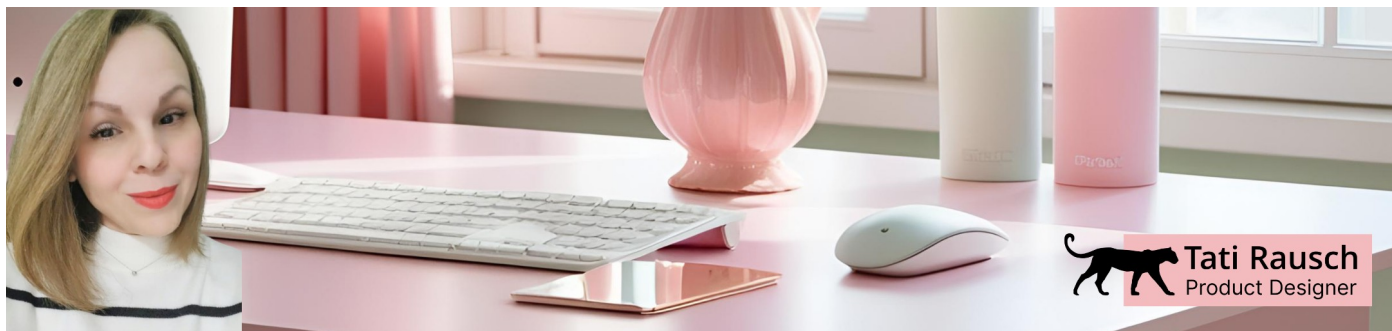




Tatiane De Cássia Ortega Rausch

Senior Product Designer | UX/UI Specialist | PX Designer | International Experience
Camboriú - SC, Brazil | tatidesigner@live.com | +55 (47) 99235-0785

Senior professional with **18 years of experience in Product Design and UX/UI**, with a solid academic background in **Product Design (IFSC - Brazil)** and a **Master's degree in Visual Arts and Education (UGR - Spain)**, complemented by recent **certifications in Digital Product Leadership and AI for Product Managers (Tera)**. Specialist in **research, usability, strategic innovation, and digital experience optimization** based on **metrics**. Experienced in **leading B2B and B2C projects for multinational companies** across the **technology, financial, and energy sectors**. Hands-on experience in developing **solutions for logged-in areas, Android and iOS apps, responsive portals, and data governance platforms**. Strong skills in **continuous discovery, prototyping, hypothesis validation, and facilitation of collaborative workshops**, with **seamless performance in agile and remote environments**. Holds **dual citizenship (Brazilian and Spanish)** and has **international experience as a UX Designer at the CajaGranada Museum in Spain**.

- **Portfolio:** <https://www.tatianerausch.com>
- **LinkedIn:** <https://www.linkedin.com/in/tatidesigner>

Technical Skills

- **Design & Prototyping:** Figma, Adobe XD, Maze, Photoshop, Mobile, iOS, Design Systems
- **Agile Methodologies:** Agile Scrum, Kanban, Lean Inception
- **Data & Metrics Analysis:** Power BI, A/B Testing, Usability Testing, OKRs, KPIs, CES, CSAT, NPS
- **Collaboration Tools:** Trello, Jira, Miro, Teams, Office 365, ChatGPT, Gemini (Google AI)
- **Languages:** Portuguese (native), Spanish (C2 – fluent), English (B2 – CEFR)

Professional Experience

Senior Product Designer | HUB XP (Afya Medicina)

09/2024 – 12/2024 | São Paulo, Brazil (remote) – 3-month project

At Afya, I worked in the logged-in area squad of the portal, developing interactive and responsive prototypes for desktop, tablet, and mobile (Android and iOS). I collaborated with multidisciplinary teams to effectively integrate new features. I conducted usability tests that enabled the definition of new component standards and a more efficient information architecture, enhancing user communication. I conducted interviews via Teams to validate features and identify improvement opportunities. I also prepared detailed documentation for the design system and participated in all phases of Product Design, from benchmarking to MVP launch, presenting results to stakeholders and contributing to the product's future vision.

Head Designer | Minha Faxina | Personal Project | Startup
03/2023 – 09/2024 | Balneário Camboriú, Brazil (remote)

I developed and launched an original app to address the pain points of hiring residential cleaning services, achieving 1,000 downloads in the first month. I created a 100% automated and innovative solution for Android, developed with Figma and Bubble, registered with the INPI and validated in the market. I designed a smooth and efficient experience, confirmed by positive feedback from registered users. The app stood out for its usability, innovation, and impact on the on-demand domestic services market.

Senior UX/UI Designer | Bplus (AXS Solar Energy)
06/2023 – 06/2024 | São Bento do Sul, Brazil (remote)

At AXS Energia, I developed a mobile sales and management solution for representatives, optimizing the user journey and directly impacting lead conversion. I created style guides and reusable components, accelerating future updates. I conducted benchmarks and usability tests, resulting in a redesign that increased user satisfaction in the logged-in area. I used Clarity to measure funnel results, analyzing heatmaps, new user behavior, and return rates, promoting continuous improvements focused on retention. I led the Go Green portal project, working on all stages of Product Design, from roadmap to launch.

Senior UX/UI Designer | Connectis (Banco do Brasil)
09/2022 – 01/2023 | Brasília, Brazil (remote)

At Banco do Brasil, I worked as a Senior UX/UI Designer and UX Researcher, developing mobile solutions for the credit card area. I conducted benchmarks and heuristic analyses of existing solutions, creating and standardizing UI Design components, as well as redesigning and implementing new features in Figma prototypes, significantly enhancing the end-user experience. I facilitated journey mapping sessions, identifying continuous improvement opportunities and reducing lead processing and approval times. I collaborated with POs and Devs, providing feedback and insights, reinforcing the design culture within an agile methodology, always aligned with business needs.

Senior UX/UI Designer | Capgemini (Banco do Brasil)
11/2021 – 09/2022 | São Paulo, Brazil (remote)

I worked on optimizing credit and investment solutions for Banco do Brasil, conducting an in-depth analysis of account holders' needs and market behaviors. I conducted benchmarks, desk research, usability testing, and user interviews, collaborating with the business area to innovate in journey redesign. I implemented new features focused on improving user experience and supporting the product's future vision. I developed high-fidelity navigable prototypes, validated based on metrics and feedback. I also validated UX Writing and tone of voice, prioritizing clarity and empathy. I participated in strategic meetings, ensuring alignment between design goals and business objectives.

Senior UX/UI Designer | Governança Brasil | GOVBR

06/2021 – 11/2021 | Blumenau, Brazil (remote)

I developed solutions for data governance platforms aimed at municipalities, in compliance with LGPD. I created a visual style guide to ensure consistency across platforms and implemented eMag (WCAG) recommendations, adjusting documentation to meet legal requirements. I conducted benchmarks, interviews, usability tests, implementing user-oriented improvements in the logged-in area journeys. I monitored analysis panels, using heatmaps and new user data to optimize the experience. The improvements resulted in a 10% increase in user compliance with the platform.

Head Designer | Design Balneário

03/2003 – 12/2020 | Brazil (remote)

I worked as a generalist designer, developing projects in Web Design, Front-End, Graphic Design, and Product Design for various niches. Among the main clients were nutritionists, sports events, psychologists, and others, where I developed websites, institutional videos, packaging, email templates, banners, cards, folders, billboards, t-shirts, and support materials such as prescription pads and loyalty cards. The focus on interactivity and innovation marked my trajectory, ensuring a loyal and diverse client base. Through loyalty strategies and quality deliverables, I expanded the client base by 40% over the years.

UX/UI Designer | CajaGranada Museum

09/2013 – 03/2014 | Granada, Spain

During my internship, I developed a UX Design project to enhance the visitor experience at the Museo CajaGranada. Based on usage observation and questionnaires, I identified user pain points and implemented solutions such as indicative signs with step-by-step interface usage, personalized handling icon stickers, promotional packaging design, and signage improvements that facilitated navigation and understanding of the exhibits. The improvements resulted in a more intuitive and educational visit, increasing visitor stay time by 15%.

Education

- **Master's Degree in Visual Arts & Education** | University of Granada (UGR), Spain – 2014
 - **Bachelor's Degree in Product Design** | Federal Institute of Santa Catarina (IFSC), Brazil – 2012
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Certifications

- **Digital Product Leadership** | Tera, Brazil (2025)
- **AI for Product Managers** | Tera, Brazil (2025)
- **UX Research** | Udemy, Brazil (2022)