

# Juliana Souza

UI/UX Designer | Design System | Design Ops



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## UI/UX Designer and Design System & Ops Lead based in Rio de Janeiro, Brazil

Hi, I'm Juliana and I'm crazy about Design Systems and user experience :)

In early days, I worked at a few marketing agencies doing traditional graphic design (print, social media, and a little bit of motion), but I always ended up making digital products like websites, landing pages, and apps.

As a result, I have a solid foundation in Visual Design, and since transitioning to UI/UX, I've been able to create meaningful experiences that solve real problems rather than just making something cool.

I'm very excited about my work, and I'm always eager to learn more about design processes so that I can make clever decisions and deliver solutions that benefit both the user and the company.

Today I work as Design System & Ops Lead at Blu taking care of our Design System and leading design chapter initiatives.

## work

### **Product Designer / Design System Ops Specialist / Design System & Ops Lead @ Blu**

2020 — present

At Blu, as a Product Designer, I work on solutions from the beginning, understanding the problem along with the team, until the delivery of the screens.

As a DS Ops Specialist my job is to ensure product consistency and also maintain our Design System.

Currently, as Design System & Ops Lead I take care of our Design System and leading design chapter initiatives.

### **UI Designer @ Grupo Macro**

2018 — 2020

As a UI Designer at Grupo macro, I've worked on landing pages and checkout flows for companies like Vivo, TIM, Sky, and Oi.

### **Graphic Designer @ Bodytech**

2018 — 2018

It was a brief experience, and regardless of the fact that my role was graphic designer, working with print, I also ended up doing webpages.

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### **UI Designer and Graphic Designer @ Agência B5**

2017 — 2018

I have worked on a lot of social media layouts (very proud of them) and also on several websites.

### **Graphic Design Associate @ THD**

2013 — 2017

That was my very first job. I was in my first year of college at the time, and I learned A LOT working there. I've worked on social media, newsletters, print, animation, websites, image manipulation, and other projects.

## education

### Design Ops Strategy

Starting in april 24th

### Code Boost

Ongoing

### Certification in Design System & Ops

MEIUCA

2020

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### Graduated in Digital Design

Instituto Infnet

2014 — 2017

### Bachelor's degree on

### Communication - Advertising

**(Unfinished)**

2012 — 2013

Universidade Veiga de Almeida

