

MARIA CAMPOS SAADI

UX/Product Designer

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Atlanta, GA

WORK EXPERIENCE

Workday, Associate UX Designer

Sep 2022 - present

- Currently reimagining Workday Student and working on a vision for the next 3-5 years of the product.
- Led the group's user research effort, carrying out 5 one-on-one user interviews and presenting the synthesized insights to upper management for buy-in.
- Ideated lo-fi concepts based on research findings and stakeholder feedback.

Radish Lab, UX Designer

Apr 2022 - Sep 2022

- Worked directly with 7 clients, ranging from Fulcrum to Crayola, to redesign the information architecture and visual layouts of their websites.

AIO, UI Designer (Freelance)

Feb 2022 - Apr 2022

- Revamped the product's entire UI for a more consumer-grade look.
- Handed off the new set of components in an exhaustive design system.

Learn to Fly, UI Designer (Freelance)

Dec 2020 - May 2021

- Created new illustrations and flows based on the client's existing visual identity.

Gaivota, Product Designer

Aug 2020 - Jul 2021

- Iteratively designed the company's mobile app and web interface, in both structure and look, communicating daily with product managers and developers.
- Developed the company's design system, and documented design guidelines.
- Shipped products that were available to an audience of 100+ users.

Yale User Experience & Design Services, Student UX Designer

Dec 2018 - May 2020

- Designed commissioned digital applications for clients in the Yale community; the process included interviewing, story mapping, wireframing, and beyond.

Yale College Writing Center, Writing Tutor

Aug 2018 - May 2020

- Offered mentorship to hone clients' writing skills and helped ideate and refine academic papers of all disciplines in one-on-one walk-in sessions.

Sinal do Vale, Communications Intern

Aug 2017 - Dec 2017

- Redesigned existing communication materials for a cleaner, more professional look. Final products were used in presentations to potential donors and investors.

Edusynch, Communications Intern

Aug 2017 - Dec 2017

- Designed graphics in the company's visual identity to accompany social media publicity reaching audiences of 10,000+

EDUCATION

Yale University, New Haven, CT

Aug 2016 - Dec 2021

- Cognitive Science Major
GPA: 3.79 / 4.0

The British School, RJ, Brazil

Jan 2000 - Dec 2015

IB Score: 42 / 45

SKILLS

Figma, Axure RP, Adobe Suite (Photoshop, InDesign, AfterEffects, XD, Audition), HTML, CSS, Sketch, Microsoft Suite (Powerpoint, Excel, Office), Final Cut Pro, Logic Pro

LANGUAGES

Portuguese	Native
English	Fluent
French	Proficient