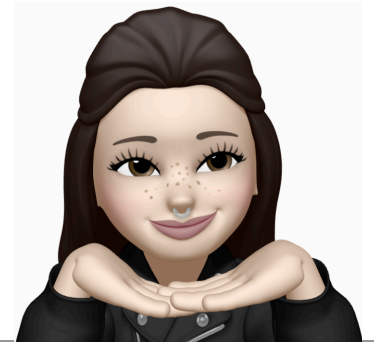# Hello, I'm Amanda Superchinski but you can call me **Amy**.

Product Designer, UX/UI & Visual Designer

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Experience

Senior Product Designer | lcPay, Flix Group
Nov 2022 - Current
- Led the UX/UI redesign of the company's website.
- Currently conducting an end-to-end design process of a new app and web system for financial services.

Product Designer | Descomplica
Sep 2021 - Oct 2022
- Worked at the mobile team end-to-end designing new features for the app, increasing metrics such as number of activities made, user time and user satisfaction by 20%.

Visual & Product Designer | lcPay, Flix Group
Mar 2020 - Sep 2021
- Worked on the UX/UI design and development of new pages in Wordpress for multiple projects.
- Responsible for other visual design tasks.

Visual & Product Designer | Futura Genetics
Jan 2019 - Mar 2020
- Redesigned their website, increasing their communication about the company's product and the user reliability of their services in 40%.
- Conducted A/B testing to validate design decisions.

Visual & Digital Designer | Group Uninter
Apr 2016 - Dec 2018
- Worked on multiple educational projects using my skills in user interface and user experience, visual design, video editing, space design and front-end development.

Education

Postgraduate Degree in User Experience Design
Pontifícia Universidade Católica do Rio Grande do Sul
May 2024 - Dec 2025

Bachelor of Digital Design in Industrial Design
Pontifícia Universidade Católica do Paraná
Jan 2011 - Dec 2014

Technical Skills

User Interface (UI) Design
User Experience (UX)
Usability Testing
Accessibility
Responsive Design
User Research
Information Architecture
Wireframing
Prototyping
Design Systems
Mobile App Design
Figma
Sketch
Adobe Creative Suite
HTML/CSS
Design Sprints
Agile Methodologies
Branding and Identity Design
Motion Design

Soft Skills

Design Thinking
Analytical Thinking
Agile & Iterative Approach
User Empathy
Flexibility

Languages

English (Advanced)
Portuguese (Native)

Certifications

English Plus Design & Arts
University of Arts of London

Experience Design
University of Arts of London