

ALLO ENGEL DE ARRUDA DOS SANTOS

UX Designer | Product Design

Porto Alegre, Brazil (Open to Remote) | +55 51 99419-2331 | alloengelarruda@gmail.com | [linkedin.com/in/alloengel](https://www.linkedin.com/in/alloengel) | alloengel.com.br | English: Advanced

PROFESSIONAL SUMMARY

I'm a UX Designer with 4 years of experience leading B2B digital products and prototyping SaaS solutions end-to-end, combining Service Design, UX Research, UX Writing, and prototyping in Figma with a technical foundation in Next.js and TypeScript to validate solutions before delivery. Among the results: B2B processes up to 40% faster, credit recovery of up to 45% in the delinquent portfolio, a 30% reduction in support tickets, and solution implementation up to 3x faster through DesignOps. Full portfolio at alloengel.com.br.

SKILLS & TECHNICAL EXPERTISE

Design & Research: UX/UI Design, Product Design, Service Design, UX Research, User Interviews, Qualitative & Quantitative Research, UX Writing, Usability Testing, User Flows, Design Systems, Acessibilidade (WCAG), Experimentation (A/B Testing).

Prototyping: Figma, FigJam, Miro, Sketch, Wireframing, Photoshop, AI-Powered Rapid Prototyping.

Development: Next.js, TypeScript, Tailwind CSS, C# (Unity scripting), Git/GitHub, Vercel, Linux (Debian), VMs.

Management, Process & Metrics: Jira, Linear, Google Analytics, VWO, Bizagi, PDCA, Double Diamond, Stakeholder Management, Backlog Management.

PROFESSIONAL EXPERIENCE

Sérgio Moraes Contadores Associados (Accounting Firm) — Porto Alegre, Brazil

2024 – Present

Product Designer (UX & Service Design) | Process Analyst

- *Led the institutional website end-to-end*, from Product Discovery to development — Double Diamond, Figma, Next.js, and Vercel, with A/B Testing and generative-AI-assisted rapid prototyping; grew Branded Search by ~30% as a direct result of the new site and improved prospecting communication (Google Analytics).
- *Conducted qualitative user research with 4 HR/Payroll users* to map key bottlenecks, then standardized User Flows with PDCA, FigJam, and Bizagi, optimizing the B2B Onvio software workflow made admission, termination, leave, and payroll processes up to 40% faster, eliminating the need for paid vendor training.
- *Designed and tested 3 distinct billing protocols* in partnership with the administrative department and in direct alignment with management and company leadership, based on mapping three profiles of delinquent customers that accounted for nearly the entire non-paying customer base — resulting in credit recovery of up to 45% in the delinquent portfolio over two years.
- *Ran quantitative research using call-volume and root-cause data* from the outsourced support team, informing a prioritized improvement roadmap (email, server, workflow standardization); hands-on training and pre-configuration cut support tickets by ~30% over two years.

Nebula Software — Porto Alegre, Brazil

2024 – Present

UX/UI Designer | Game Design

- *Applied DesignOps to restructure the UI validation pipeline*, shifting initial exploration from Unity to web prototypes: expanding from 2 to 6 wireframe alternatives, validating ~3 selected alternatives through Next.js prototypes and A/B Testing with VWO — making implementation of the chosen solution in Unity up to 3x faster (from ~2–3h to ~1h) and reducing playtesting from up to 3 rounds to 1.
- Designed interfaces, sprites, mechanics, and Game Loops in Unity, Figma, Aseprite, and Blender, *structuring a Design System with reusable asset/prefab libraries* and managing tasks/GDDs in Linear.
- *Partnered with developers on Design/Experience Review* — checking fidelity, interaction, and visual direction against validated solutions — and cut memory/processing load by ~20% through asset and prefab optimization.

Workout Fit — Porto Alegre, Brazil

2023 – 2024

Designer & Final Artwork Specialist | Service Design

- *Standardized final-artwork processes and technical documentation* for serigraphy and sublimation submissions by client and material, reducing rework in the fitness apparel segment.

Viabiliza + Projeto Integrado — Porto Alegre, Brazil

2022 – 2023

Design Intern

- Designed landing pages and social media assets in Figma and Illustrator; wrote 90+ copy pieces with a focus on copywriting and website content management.

Quality S.A. — Porto Alegre, Brazil

2022

Mid-Level Support Analyst

- Provided Level 2 support (Windows/Debian) for Salgado Filho Airport users, including SAP and government systems installation; *built service-tracking spreadsheets complementing the CRM to prioritize protocols by recurring bottlenecks, improving service efficiency.*

EDUCATION

Uniritter — B.A. in Graphic Design (Expected Graduation: 2027)

Protásio Alves Technical School — Technical Diploma in Information Technology (2018)

CERTIFICATIONS, VOLUNTEER WORK & PROJECTS

Figma Bootcamp — How Bootcamp (2023) • UX Design Bootcamp — How Bootcamp (2022) • Intro to UX Design — NTT DATA & Awari (2022) • Volunteer Designer — Au Que Mia Animal Protection NGO (2023)