Lívia Payés

PRODUCT DESIGNER

I am a versatile Product Designer with experience across multiple industries, passionate about combining technology with people to create impactful results. I've led entire product life cycles, from research to testing, bridging technical, business, and user needs. My expertise in UX methodologies, metrics, and continuous discovery enables me to make better design decisions.

- Experience in **UX Metrics** and User Testing
- Experienced in **Continuous discovery & Research**
- Building **Design System**
- **+7 years** of experience in UX/UI
- Expanding my expertise in **AI**

WORK EXPERIENCE

Product Designer
Oct. 2020 - today
ENGEL&VÖLKERS

Primarily focused on B2B-oriented products aimed at enhancing broker efficiency. Responsible for conducting UX research, designing the final UIs, and enriching the design system.

KEY ACHIEVEMENTS — Reference on UX Research · Streamlining ambiguous projects

UX & UI Mentor
Set. 2020 - Dec. 2021
CAREER FOUNDRY

Mentoring motivated new design students. I'm responsible for offering career advice and providing professional feedback.

KEY ACHIEVEMENTS — Career Advice

UX/UI Designer
Jul. 2018 - Feb. 2020
GRAPHMASTERS

As the sole designer, I handled the full design process, including research, wireframing, prototyping, testing, and collaborating with developers.

KEY ACHIEVEMENTS — Building UX culture · Documenting and defining design tokens

UX/UI Designer
Jun. 2017 - Mar. 2018
GFT GROUP BRAZIL

Creating wireframes, mobile interfaces, responsive websites, and interactive prototyping interfaces. Working with the financial sector, I've brought new journeys to this traditional market.

KEY ACHIEVEMENTS — Digital Transformation · Workshop moderation

EDUCATION & TRAINING

2024 · ONLINE COURSE	2021 · ONLINE CONFERENCE	2017 · MASTER	2016 · ONLINE COUSE	2011· DEGREE
AI Foundations	**Analytics & UX Metrics**	**Graphic Design**	**Interaction Design**	**Design**
IBM	NNG CONFERENCE	UNICAMP, BRAZIL	UC OF SAN DIEGO, USA	FACAMP, BRAZIL