Beatriz Arevalo

UX/UI Designer
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PROFILE

Creative and strategic designer with 8+ years of experience delivering high-impact visual work in fast-paced environments, from film & TV to digital product design. Blends a sharp visual sensibility with user-centered thinking to create design solutions that are both expressive and effective. Skilled at translating strategic direction into thoughtful, detail-driven design across platforms.

EDUCATIONS

BrainStation | Diploma, UX Design

APR 2024 - JULY 2024, VANCOUVER, BC

FAAP | Bachelor's in Fashion Design

JAN 2013 - DEC 2016, SÃO PAULO, BRAZIL

SKILLS

Figma, AI Tools, SurveyMonkey, Design Systems, Visual Design, Design Thinking, UX Research, Journey Mapping, Personas, User Flows, Wireframing, Prototyping, User Testing, Responsive Design, Accessibility (WCAG), Heuristic Evaluation, Project Management, Presentation Design, Presentation Skills, Agile Collaboration, Design Event Facilitator

LANGUAGES

English | Portuguese | French | Spanish

PROJECTS

UX/UI Designer | Event Insurance

JAN 2025, DISCOVER MARKET

- Led the end-to-end design of a responsive insurance platform for event organizers, simplifying complex workflows like risk and policy selection.
- Designed intuitive user flows, wireframes, and interactive prototypes using **Figma.**
- Conducted usability testing and stakeholder feedback sessions to validate solutions and iterate quickly.
- **Collaborated with cross-functional teams** from Sympla, DiscoverMarket, and Chubb to deliver a scalable, user-centered product.

UX/UI Designer | Eco Fix

APRIL 2024 - JULY 2024, BRAINSTATION CAPSTONE

- Designed a mobile app that supports sustainable habits.
- Conducted **UX research**, from user interviews to usability testing.
- Built the product from concept through to prototype using **Figma**, focusing on user flow clarity and scalable system design.
- Developed a cohesive **brand identity and design system** tailored to a diverse user base.
- Prioritized accessibility, interaction quality, and iterative improvement based on continuous user feedback.

EXPERIENCE

UX/UI Designer and Product Manager | ZAKKI

SEP 2024 - PRESENT, Remote

- Led a remote design team across time zones, fostering a collaborative culture grounded in shared ownership, creativity, and accountability.
- Streamlined design processes across **agile sprints and cross-functional collaboration.**
- Fostered a culture of shared ownership, rapid iteration, and design excellence.
- Applied user research and feedback to improve **usability and accessibility.**

UX/UI & Product Designer | By Contract

APRIL 2024 - PRESENT, Remote

- Designed intuitive mobile and web experiences that helped clients secure funding and stakeholder buy-in.
- Delivered user flows, wireframes, and scalable UI systems using Figma.
- Conducted **usability testing and iterated rapidly based on feedback.**

Production Designer (Film, TV, and Theatre) | Various Productions

AUG 2017 - APRIL 2024

- Designed visual worlds across 30+ productions, uniting storytelling with graphics, props, and immersive set design—skills directly transferable to branding and UI.
- Managed creative budgets up to $100K while delivering under fast, high-pressure timelines.
- Built strong collaboration, leadership, and research skills in high-pressure settings.

Graphic Designer | By Contract

FEB 2017 - SEP 2018

- Designed a wide range of marketing assets including websites, logos, pitch decks, and social media content.
- Translated client goals into clear, compelling visuals aligned with brand identity.
- Collaborated with clients to ensure designs were both strategic and visually engaging.