

# Helena Oliveira Cunha

Fortaleza, CE • [helenaoliveiracunha18@gmail.com](mailto:helenaoliveiracunha18@gmail.com) • [LinkedIn](#) • [Portfolio](#)

## Experience

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### Vizee

Mid-level Product Designer

Remote

Jul. 2024 - Present

- As the sole designer and product reference at the company, led the launch of the app on the App Store and Google Play by conducting more than 10 user research sessions, usability tests, and competitor analyses, ensuring each release was validated and aligned with real user needs and business goals.
- Responsible for the full product design execution: user flows and journey mapping, information architecture, wireframes, high-fidelity prototyping, and UI delivery for web and mobile, as well as building and maintaining the company's Design System from scratch, ensuring visual and functional consistency across all products. Integrated AI tools into the workflow to accelerate research synthesis and prototyping.
- Structured and managed the product roadmap by coordinating sprints with the development team, prioritizing strategic features and regularly presenting results to stakeholders, as well as conducting quality reviews before each deploy to ensure alignment between prototype and final implementation.

### Freelancer

Junior Product Designer

Remote

Oct. 2023 - Jun. 2024

- Delivered 13 end-to-end product design projects for clients across different industries, from briefing to handoff, maintaining 100% approval within the first or second review round and without external supervision.
- Conducted user research through interviews, journey mapping, and data analysis, implementing post-delivery usability tests that generated continuous improvement cycles and strengthened client relationships.

### Apple Developer Academy

Junior Product Designer

Hybrid

Jan. 2022 - Dec. 2023

- Led end-to-end product discovery processes across 13 projects using Double Diamond, Design Thinking, and Lean UX, delivering high-fidelity Figma prototypes validated with real users and stakeholders at each cycle, with quantitative and qualitative research grounding every design decision.
- Published 4 apps on the App Store (Kaira, Smellicious, DailyDoodle, and BuddyCare) within agile multidisciplinary teams, developing the ability to validate hypotheses quickly, collaborate with iOS developers in short delivery cycles, and make design decisions under real time and scope constraints.
- Actively participated in iOS development using Swift, UIKit, SwiftUI, and Core Data, applying Human Interface Guidelines and ensuring alignment between design and implementation in every delivery, which strengthened my technical communication skills with engineering teams.

## Skills

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- **Technical:** Figma, Design System, High-fidelity prototyping, UX Research, Usability testing, User interviews, Data analysis, Journey mapping, Information architecture, Product roadmap, Feature prioritization, Sprint management, Double Diamond, Design Thinking, Lean UX.
- **AI Tools:** Claude, Lovable, Figma AI, NotebookLM, Perplexity, Gemini, Midjourney, Make, n8n.
- **Interpersonal:** Stakeholder communication, Strategic thinking, Autonomy, Adaptability, Multidisciplinary, Problem-solving, Collaboration with development teams.
- **Languages:** Portuguese (Native) · English (B2) · Spanish (A2)

## Education

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### Descomplica

Postgraduate in Product Management

Remote

Expected: March 2026

### Federal University of Ceará (UFC)

Bachelor's in Computer Engineering

Fortaleza - CE

Completed: March 2025

## Certifications

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- **Google AI Specialization** - Google (7 courses) Apr. 2026
- **Specialization Generative AI for UI UX Design** - IBM (3 courses) Apr. 2026
- **UX Design Training** - Design Circuit Jan. 2025
- **App Development with Swift Associate** - Apple Nov. 2023
- **Deepening Your Design Thinking Practice** - Google May 2023