



Alinne Almeida Coelho Bicalho

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● ABOUT ME

I am a Brazilian Senior Digital Product Designer with over a decade of experience. My professional journey began in 2014 at TOTVS, and since then, I have worked every day to solve complex challenges in interface design.

With a degree in Graphic Design and a postgraduate degree in UX/UI and Digital Products in progress, I have experience in projects for the B2B, B2C, and government markets, with a focus on ERP, CRM, SaaS, e-commerce platforms, and websites.

My professional growth led to a personal and professional milestone: obtaining my work visa in Europe, where I currently work on international projects. I am always ready to face new challenges and continue to create digital products that positively impact users' lives.

● WORK EXPERIENCE

SENIOR DIGITAL PRODUCT DESIGNER – PDM FC – 05/2023 – Current – LISBOA, PORTUGAL

Product Designer focused on developing and optimizing interfaces (UI) and user experience (UX) for high-complexity systems. With a track record of collaborating with government and justice entities, such as the Polícia Judiciária, the Public Ministry, and DGAE, I specialized in creating intuitive user journeys and implementing robust Design Systems to ensure product standardization and fluidity. I hold GNS Security Clearance, qualifying me to handle sensitive data and operate in high-security environments.

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator), Sketch, FigJam, Tailwind, PrimeVue, Miro, Notion, Jira, ClickUp, GitLab, and Gemini.

DIGITAL PRODUCT DESIGNER • UX/UI – LG INFORMÁTICA – 03/2021 – 05/2023 – GOIÂNIA, BRAZIL

Responsible for restructuring the user journey for the company's ERP system, converting complex processes into intuitive high-fidelity prototypes. By applying a Design System, I balanced technical rigor with a seamless experience, resulting in optimized development time and ensuring a scalable, easy-to-maintain design solution.

Tools: Adobe XD, Illustrator, and PrimeVue.

DIGITAL PRODUCT DESIGNER • UX/UI – H. EGIDIO GROUP – 09/2022 – 02/2023 – GOIÂNIA, BRAZIL

Independent development of high-fidelity design and prototyping for mobile (Android and iOS) and desktop applications, focused on optimizing internal organizational communication. Collaborating directly with the group's technology department, I designed journeys that effectively connected employees, Human Resources, and management. The project was successfully delivered, demonstrating my ability to provide complete, high-impact solutions as a freelancer.

Tools: Figma, Hotjar, Mouseflow, and Jira.

DIGITAL PRODUCT DESIGNER • UX/UI – MEGASOFT INFORMÁTICA – 06/2019 – 02/2021 – GOIÂNIA, BRAZIL

Responsible for the design and prototyping of a public management ERP dedicated to government financial resources. The project required a meticulous approach to ensure compliance with strict transparency, accessibility, and data protection standards. I translated complex legal requirements into an efficient, intuitive, and fully compliant user interface, delivering a robust functional solution.

Tools: Figma, Adobe XD, Zeplin, Photoshop, Illustrator, and Trello.

GRAPHIC DESIGNER – ALIARE – 01/2019 – 05/2019 – GOIÂNIA, BRAZIL

Marketing Designer managing all marketing activities for five group startups with full autonomy, ensuring strategic coordination of their individual needs. Responsible for website maintenance, event material creation, and ongoing team support, ensuring brand cohesion and delivering marketing assets efficiently adapted to each business model.

Tools: Illustrator, Photoshop, and Adobe Creative Cloud.

GRAPHIC DESIGNER • UX/UI – IBC - INSTITUTO BRASILEIRO DE COACHING – 09/2017 – 10/2018 – GOIÂNIA, BRAZIL

Strategic focus on using UX/UI to drive course sales conversion. The work centered on designing experiences to acquire new users and encourage the loyalty of existing clients for new training programs. Through optimized interfaces and simplified purchase journeys, the goal was to maximize customer lifecycle and the company's commercial performance.

Tools: Unbounce, Illustrator, Photoshop, InDesign, Shutterstock, and Runrun.it.

GRAPHIC DESIGNER • UX/UI – NÉCTAR CRM – 04/2017 – 09/2017 – GOIÂNIA, BRAZIL

Responsible for the complete redesign of the Commercial CRM system and the institutional website, independently managing all stages of the UX/UI process. The primary focus was modernizing the interface and improving the user experience, while also collaborating with the marketing team to ensure brand visual consistency across digital channels.

Tools: Figma, Illustrator, and Photoshop.

GRAPHIC DESIGNER – FACINATUS COSMÉTICOS – 06/2016 – 04/2017 – GOIÂNIA, BRAZIL

Responsible for magazine layout and creating advertising materials for the cosmetics sector. The role included designing packaging and labels, ensuring strict compliance with Informed regulations. Despite limitations in available packaging models, I focused on delivering creative and technically viable solutions that guaranteed aesthetic quality and legal compliance.

Tools: InDesign, Illustrator, Photoshop, CorelDRAW, and Shutterstock.

INSTRUCTIONAL DESIGNER – TOTVS – 05/2014 – 01/2016 – GOIÂNIA, BRAZIL

Instructional Designer (E-learning): Responsible for the technical and creative development of distance learning projects, focusing on implementing gamification dynamics to increase user engagement. Duties included digital content creation, video recording, and editing, contributing to innovation in pedagogical materials and the quality of the company's training programs.

Tools: Illustrator, Premiere Pro, After Effects, Audition, and Photoshop.

Apprentice: Logistical and administrative support to the training team, responsible for organizing in-person training sessions, preparing educational materials, and managing the certification process. This stage was key to consolidating organizational skills and adapting to the corporate environment.

● **EDUCATION AND TRAINING**

01/2025 – CURRENT

POSTGRADUATE DEGREE IN UX/UI AND DIGITAL PRODUCTS EBAC

01/2016 – 06/2018

BACHELOR'S DEGREE, GRAPHIC DESIGNER Centro Universitário SENAC

● SKILLS

Design & Prototyping

Product Design | Wireframing | UI Design (User Interface) | UX/UI | Visual Design | Responsive Design | Style Guides | Web Design | Design System | Iconography | Atomic Design | Componentization | Mobile App Design (iOS/Android) | High-Fidelity Prototyping | Interaction Design (IxD) | UX Design (User Experience)

UX Research & Strategy

UX Research | User Testing / Usability Testing | User Journey Mapping | Heuristic Evaluation | Persona Mapping | UX Metrics (HEART, SUS) | UX Strategy | UX Writing | Card Sorting | Competitive Benchmarking | User Interviews | Information Architecture | Desk Research | User-Centered Design (UCD)

Product, Business & Conversion

CRO (Conversion Rate Optimization) | Product Growth | OKRs for Design | Product Strategy | E-commerce Design | Stakeholder Management | User Retention | Product Discovery | Benchmarking | Funnel Analysis

Methods & Processes

Design Thinking | Scrum / Kanban | Design Systems Governance | Design Sprints | Cross-functional Teamwork | User Flows | Remote Collaboration | Workshop Facilitation | Design-to-Code | Agile Methodologies

Digital Accessibility

Web Accessibility | Inclusive Design | Accessibility Auditing | WCAG (Web Content Accessibility Guidelines)

Software & Digital Skills

Figma | Photoshop | InDesign | Notion | Mouseflow | Usabilla (ou Maze) | Miro | Google Gemini | Illustrator | Adobe Creative Cloud | Premiere Pro | XD | Tailwind | Hotjar | Zeplin | Figjam | Click Up | GitLab | PrimeVue

● LANGUAGE SKILLS

Mother tongue(s): **PORTUGUESE**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DRIVING LICENCE

Driving Licence: B