

# LETICIA THAIS MORAES

## USER EXPERIENCE DESIGNER

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### EXPERIENCE

#### Customer Service Specialist | Booking.com

MAR 2020 - SEP 2020, TORONTO, ON

- Liaised between an average of 40 guests and partners a day, to resolve medium to high complexity issues and intermediating agreements.
- Provided excellent customer service by emphasizing with every customer on each call, email, and live chat.

#### Financial Planning Analyst | Igarashi

MAY 2018 - NOV 2018, CURITIBA, BRAZIL

- Improved reports precision and visualization, which led internal clients to a clearer overview of relevant information.
- Created engaging presentations that provided managers with recommendations on how to build up stable working capital.

#### Financial Analyst | Primeira Igreja Batista de Curitiba

MAR 2014 - OCT 2017, CURITIBA, BRAZIL

- Successfully improved financial status by analyzing results, monitoring variances, identifying trends, and providing management guidance.
- Implemented SAP as the official financial system, that performed 5 times faster and was 95% more precise, resulting in more efficient management reporting.

### EDUCATION

#### BrainStation | Diploma Candidate, User Experience Design

NOV 2020 - FEB 2021, TORONTO, ON

#### Juno College of Technology | JavaScript & JQuery Certificate

DEC 2019 - TORONTO, ON

#### FAE University Center | Bachelor Degree in Accounting

JAN 2015 - DEC 2018, CURITIBA, BRAZIL

### PROJECTS

#### [FitU: A Shopify Integrated App](#) | Sprint Project at BrainStation

DEC, 2020

As part of a four-person team, we presented a UX design solution for Shopify in a 5-day sprint.

#### [Epicook App](#) | Personal Project at Juno College

DEC, 2019

This app displays personalized recipes based on the ingredients and diet of the user.

### SKILLS

Figma, Sketch, InVision, Adobe XD, POP App, Principle, Zeplin, UX Research, Information Architecture, User Testing, Wireframing and UI Prototyping, Heuristic Analysis, HTML, CSS, JavaScript, Accounting, Finance Management, Fintech, SAP, MS Office.

### PROFILE

After 6 years in the financial sector, I am excited to be pursuing a career in UX Design.

My passion for delivering delightful information to people was what drew me to UX.

My analytical business knowledge allows me to balance user and business perspectives to create robust user experiences.