

Camilla Muniz

Product UX | UI Designer

hello@camillamuniz.design
+55 21 967812402

I'm a UX Designer with a strong background in product design, branding, and marketing. I specialize in creating user-centered solutions that combine innovative strategies with practical design methodologies.
My journey began in 2015, and since then, I've worked on diverse projects, including modernizing legacy systems and enhancing user experiences through machine learning.
Currently, I'm a Senior UX Designer at Itaú, the largest bank in Latin America, where I focus on improving product recommendations and driving significant conversion increases. I'm passionate about leveraging my skills to tackle new challenges and create impactful, user-focused solutions.

WORK EXPERIENCE

Senior Product Designer
Itaú Unibanco (Jan. 2024 - Present)

At Itaú, the largest bank in Latin America, I serve as a Senior UX Designer within the Cross Sell squad. My role involves enhancing the user journey for vehicle financing by leveraging machine learning to deliver personalized product recommendations. By applying my expertise in UX design and integrating marketing strategies, I've contributed to a 20% increase in conversions since January 2024. My work focuses on optimizing user interactions and driving impactful results, ensuring that our solutions are both user-centered and aligned with business goals.

Product Designer
Elo7 Marketplace (Jan. 2021 - Jan. 2024)

At Elo7, a unique Brazilian marketplace for handmade products, I played a key role in modernizing a legacy platform. As part of the discovery team, I worked on integrating machine learning to personalize user experiences, which significantly improved search functionalities and increased sales. My efforts helped enhance the value perception of our products despite longer delivery times, leading to a more relevant and engaging user experience that drove notable business growth.

Product Designer
Elo7 Marketplace (Jan. 2021 - Set. 2022)

As a Product Designer at Design Up, an e-commerce for creative decor products, I focused on enhancing user experience through intuitive interface design and engaging product layouts. My role involved streamlining the online shopping journey, using user feedback to refine functionality and aesthetics, and collaborating with cross-functional teams to align designs with business goals and customer needs.

PORTFOLIO

camillamuniz.design

EDUCATION

Academy and courses

Postgraduation
Digital Product Management and Development
PUC Minas University
2023 - Oct/2024

Graduation
Product Design
Estácio de Sá University
2015 - 2020

Course
UX Design
University of Georgia
2023

Course
UX Design
Google
2023

LANGUAGES

Speaking, writing, and comprehension

Portuguese - Native
English - B2/A1 Level
Spanish - B2 Level

For more details on my professional experiences, please check my LinkedIn: /munizcamilla