



Product Designer, UX Researcher
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You can look at my [LinkedIn](#) page for detailed information.
 And also see some of [my works](#) in my page.

My goal: Consolidate my career in UX, by helping to build products that really act synergically with people in their everyday needs.

Academic

Master's degree, Technological Teaching · IFAM
 Post Graduate MBA, Marketing · ISAE/FGV
 Post Graduate MBA, Project Management · ISAE/FGV
 Bachelor, Architecture and Urbanism · CEULM/ULBRA
 Bachelor, Industrial Design · UFAM

UX Courses

Data-Driven Design: Quantitative Research for UX · IDF
 Agile Methods for UX Design · IDF
 UX Research · EBAC
 Front-End do zero + Front-End PRO · Mentorama
 Figma · Mentorama
 UX Writer e Conteúdo Digital · Aldeia.cc

Languages

Fluent/Native Portuguese
 Full Professional English
 Elementary Spanish

Job Assignments (most recent)

Responsibilities

Skills used

Deliveries to the company

UX Researcher at RD Station
 March 2022 – current
 Manaus, Amazonas, Brazil (remote)

SaaS company that sells CRM and Marketing Inbound Management software. I work with the Design team inside the Marketing area.

Research information about users to support UX/UI designers from Marketing.
 Collect feedback from users to foresee strategic expansions and reviews of current UX/UI solutions, regarding Marketing channels and their related strategies for the company.

- Build and conduct interviews
- Build questionnaires
- Analyze site's performance data
- Analyze big data reports
- Build structured research reports
- Desk research
- Benchmarking
- Conciliate Marketing and UX goals by research evidence

- Buyer Personas
- Buyer's Journey
- Product and Service feedbacks
- Product and Service discovery

UX Researcher at Bemol Digital
 June 2021 - January 2022
 Manaus, Amazonas, Brazil (hybrid)

Digital unit of an Amazonian retail company. Research and Discovery Team.

Research information about potential customers to support strategic decisions from company's board.
 Collect feedback from customers to foresee strategic expansions of current digital business units of the company.

- Build and conduct interviews
- Build and conduct focus groups
- Build questionnaires
- Analyze sociodemographic reports
- Analyze big data reports
- Build structured research reports
- Desk research
- Benchmarking
- Follow agile dynamics in the team

- Proto personas
- Personas
- Buyer Personas
- Buyer's Journey
- Product and Service feedbacks
- Product and Service discovery

Academic Coordinator at Martha Falcão Wyden
 February 2018 - May 2021
 Manaus, Amazonas, Brazil

Higher Education faculty, from a great player in Brazilian educational market share (YDUQS).

Adapt and apply retention and capture actions for students from Design and Architecture courses.
 Rebuild and consolidate academic procedures and curriculum, according to government standards.
 Micro-management of academic issues.

- Analyze marketing reports
- Build structured process reports
- Build project budgets (for new labs)
- Benchmarking
- Build handoff documents
- Help the team (teachers) to prototype new teaching-learning activities
- Blended learning mentoring
- Deal with different people profiles

- Service feedbacks
- Procedure compendiums
- Handoff documents
- Consolidated curriculums for each course
- Three new laboratories
- NPS raised
- Blended learning mentoring for teachers to adapt to pandemics scenario

Other job assignments

Professor at Martha Falcão Wyden
 February 2011 - May 2021 · Manaus, Amazonas, Brazil

University Lecturer at Federal University of Amazonas
 March 2018 - May 2019 · Manaus, Amazonas, Brazil

University Lecturer at Uninorte - Laureate International
 March 2017 - March 2018 · Manaus, Amazonas, Brazil

Lecturer at Federal Institute of Education, Science and Technology - AM
 March 2016 - March 2017 · Manaus, Amazonas, Brazil

University Lecturer at Nilton Lins University
 August 2010 - November 2012 · Manaus, Amazonas, Brazil

R&D Analyst at Impressora Amazonense Ltda - IMPRAM
 September 2009 - February 2010 · Manaus, Amazonas, Brazil

Packaging Designer at Rigesa Meadwestvaco
 September 2006 - May 2009 · Manaus, Amazonas, Brazil

Soft Skills (from LinkedIn's recommendations)

[...]Monique led field research, ideation sections, design thinking initiatives and took care of project presentations for stakeholders. In all those situations she was extremely creative and focused on solving people and organization's problems while she respected the individuals that took part in those processes. I had many opportunities to observe and follow Monique in meetings to present research findings to all kinds of stakeholders, from in company users, c-level professionals, and final clients. She knows how to express her ideas, listen to people and make collective agreements happen. Wilson Prata, leaded the team while I worked as UX Researcher at Bemol Digital

[...] As coordinator, she established a great relationship with students and professors, contributed significantly to the remodeling of all laboratories and intensified the academic activities of the course. She has excellent technical knowledge not only in the area of Design, but also in Architecture, and knows how to transform ideas into effective actions.

Luiz Patricio Barbosa Junior, was my direct manager while Coordinator