

# Elioena Soto

## Product Designer

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## Summary

Product Designer passionate about creating memorable user experiences with visually appealing visual interfaces. Authorized to work in the U.S. with no restriction.

## Education

### Universidade Federal do Maranhao

B.A. Bachelor of Arts in Design

- visiting student B.F.A in Graphic Design at St. John's University, NY. GPA 3.8

## Skills

### Design

User Research

User Flow

Wireframing

Hi-fidelity Mockups

Prototyping

Visual Design

Information Architecture

Responsive Design

Design Systems

Graphic Design

Branding

Design Thinking

Creative Problem Solving

Cross-functional Collaboration

Communication

Attention to detail

### Tools

Adobe Creative Suite (Illustrator,

Photoshop, XD), Figma, Miro

JIRA

### Other

Knowledge of HTML/CSS

AI Prompt Engineering

Experience with Agile/Scrum

Fluent in Portuguese

Intermediate Spanish

## Experience

### Product and Digital Designer

September 2023 – Present

Lake Worth, FL

#### Freelance

- Conducted user research, crafted user flows, and mockups utilizing data-driven decisions to validate design concepts that align with user and business needs.
- Elevated brand awareness with the creation of graphic assets for visually appealing interfaces with a 25% increase in user engagement.
- Successfully coordinated project launches, achieving a 20% reduction in delivery time with the use of GenAI, and collaboration with stakeholders.

### Product Designer, Growth

February 2022 – June 2023

Campinas, SP, Brazil (remote)

#### AB-InBev – consultant @Squadra Digital

- Crafted end-to-end experiences for AB-InBev premium brands utilizing Figma, attracting over 850 million visitors. Presented data-driven decisions to stakeholders and internal team for feedback to improve designs.
- Designed Gamification interfaces, and features for the BEES app campaigns, engaging 1 million unique B2B partners and driving substantial revenue growth.
- Refined and utilized AB-InBev Design System to ensure harmonized designs across over 10 branded responsive websites.
- Collaborated and communicated effectively with cross-functional teams of 15 countries following Agile methodologies with project roadmap execution on JIRA.

### UX/UI Designer

March 2020 – March 2023

Boca Raton, FL (remote)

#### SEO Brand

- Conducted user research, designed user flow, and evaluated stakeholder feedback to optimize user experience, utilizing CRO, and SEO guidelines, achieving a 10% increase in user retention.
- Conceptualized user interfaces and rebranded over 100 clients' websites in diverse industries within three months, increasing their digital presence.
- Managed simultaneous projects independently, and collaborated with Engineering, QAs, and PMs to ensure consistent meetings of deadlines.

### Visual Designer

September 2015 – March 2020

Sao Luis, MA, Brazil

#### Casa de Ideias

- Produced daily graphics and illustrations, and oversaw layout composition, and typography for over 10 clients using Adobe Illustrator and Photoshop for digital and print media ensuring brand consistency.
- Collaborated with a team of designers and copywriters to create branding campaigns, resulting in a 40% increase in organic digital growth.
- Prioritized efficient management of multiple projects and seamless hand-offs to clients with day-to-month turnaround times, ensuring punctual content publication.