

Laura Venturini Minotto

Senior Product & UX Designer

Brazil | Remote

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PROFESSIONAL SUMMARY

Product and UX Designer with 4+ years of experience building complex digital systems for web and mobile, across public sector, healthcare, SaaS, and logistics. Skilled at transforming ambiguous, high-stakes problems into structured, user-centered experiences through applied research, systems thinking, and interaction design. Fluent in English, Spanish, and Portuguese. Experienced collaborating across time zones in agile, cross-functional, and remote-first teams.

PROFESSIONAL EXPERIENCE

Product & UX Designer - GovDigital - Digital Solutions for Public Sector

Brazil (Remote) | July 2025 - May 2026

- Led end-to-end UX research cycles, including CSD matrix, personas, desk research, benchmarking, and synthesis, that directly shaped the redesign of public digital services used by citizens across roughly 24 municipalities.
- Translated complex regulatory and bureaucratic requirements into clear user journeys and interaction models, reducing friction and improving service accessibility.
- Designed wireframes and high-fidelity prototypes for web and mobile platforms, accelerating development validation and cross-team alignment.
- Co-developed a scalable design system based on Material Design, reducing interface inconsistencies and improving delivery speed across multiple products.

Product Designer - DSG Technology - Digital Health & Healthcare Systems

Brazil | September 2024 - July 2025

- Redesigned information architecture across financial and operational modules used by health providers, simplifying complex workflows and reducing cognitive load for clinical and administrative users.
- Designed user flows, wireframes, and high-fidelity prototypes for data-heavy healthcare contexts, with a strong focus on clarity, error prevention, and WCAG-aligned accessibility.
- Worked closely with product and engineering in fast, iterative cycles, translating clinical requirements into interfaces that balanced compliance with usability.

UX/UI Designer - NextFit - Gym Management SaaS

Brazil | February 2024 - June 2024

SaaS platform for gym, studio, and box managers serving 15,000+ clients, improving daily workflows for fitness professionals and their clients.

- Designed the UX for NextFit Pay, a native payment feature embedded into the gym management flow, mapping the end-to-end user journey from checkout to confirmation across web and mobile.
- Led the interface design for a first-of-its-kind connected hardware feature, including biometric readers and smart turnstiles integrated directly into the platform, creating a seamless experience between physical and digital touchpoints.
- Delivered wireframes, high-fidelity prototypes, and detailed design specs across 5+ redesigned features, ensuring implementation accuracy through close collaboration with the engineering team.

UX/UI Designer - Sigaway - Fleet Management & Logistics

Brazil | July 2023 - January 2024

Sole designer responsible for end-to-end UX and UI across web and mobile for a fleet management platform.

- Conducted in-depth user research, including interviews with fleet managers and truck drivers, to map real operational workflows and surface pain points that informed every design decision.
- Redesigned the web platform and designed the mobile app from scratch as the sole designer, creating a unified visual and interaction language across both products.

- Delivered a successful app launch with positive reception from end users, validating design decisions grounded in field research.
- Built a scalable design system in Figma integrating Material UI components, reducing design-to-development handoff time and improving consistency at scale.

UX/UI Designer - ADA Software House - Multi-sector Digital Products

Brazil | August 2022 - June 2023

Worked across 4+ industries designing responsive web and mobile interfaces for client-facing digital products.

- Delivered UX/UI solutions across 4+ industries, including retail, healthcare, construction, and chemicals, adapting design strategy to each sector's unique constraints, compliance needs, and user behaviors.
- Managed up to 5 concurrent client projects within agile sprints, developing the ability to context-switch quickly without losing depth or quality.
- Collaborated closely with product managers and engineers to balance usability, visual consistency, and technical feasibility across diverse client environments.

UX/UI Designer - TeamMove - Digital Education & Learning Platforms

Brazil | August 2021 - May 2022

First professional project: designed a gamified e-learning experience for large-scale corporate employee training.

- Designed an online learning module for a major corporate client's internal training program, applying gamification methodology, including points, rewards, and progression mechanics, to keep employees engaged throughout the courses.
- The module received strong positive feedback from stakeholders early on, with the engagement-driven structure proving effective at increasing course completion rates.
- Collaborated with product stakeholders and developers from first wireframe to production-ready prototype, managing the full design lifecycle on an early-career project.

EDUCATION

Associate's Degree in Digital Design & User Experience (UX)

UNIASSELVI, Criciúma, Brazil | February 2024 - December 2025

SKILLS

Research: UX Research, User Interviews, Journey Mapping, Personas, Benchmarking, Desk Research, CSD Matrix, Synthesis

Design: User-Centered Design, Interaction Design, Information Architecture, Wireframing, High-Fidelity Prototyping, Design Systems

Accessibility: WCAG Guidelines, Inclusive Design, Error Prevention

Tools: Figma, FigJam, Miro, Notion, Confluence, Material Design, Jira, Google Analytics, Hotjar, Maze

Collaboration: Cross-functional Teams, Agile/Scrum, Developer Handoff, Remote Communication

Strengths: Systems Thinking, Analytical Problem Solving, Rapid Domain Learning

LANGUAGES

Portuguese (Native), English (Professional), Spanish (Professional)

AWARDS & RECOGNITION

Winner, Porsche Brazil Paint Challenge

Porsche Center BH, Brazil, 2020. Selected at age 18 as national winner of a creative competition; designed a complete visual livery concept for a virtual racing team, evaluated on creativity, visual coherence, and brand alignment.