

MAYARA CASTRO

Product Designer | UX/UI Designer | Design Systems

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Product Designer with almost 8 years between design and engineering, building design systems for Itaú, BV, Renner and Warren. I design from discovery to shipped code, with a focus on accessibility (WCAG AA) and on solutions that are feasible to build. Skilled in Product Design, UX/UI Design, prototyping, information architecture, user flows and interaction design. I create design systems, design tokens, component libraries and documentation. Experienced with responsive design and tools such as Figma, Storybook and Zeroheight. I bridge design and development with Vue, Nuxt and Tailwind CSS. I work closely with product and engineering teams, taking part in discovery, benchmarking and handoff. I also use AI in my design process and keep deepening my knowledge of user research and usability testing.

Education

Teaching degree in English Language and Literature (Licenciatura em Letras) | Universidade do Vale do Rio dos Sinos (Unisinos) – 2018 - 2022

Bachelor's in Computer Science | Estácio – 2019 - 2020

Professional Experience

UX Engineer – Design Systems | Appmax

Dates: 12/2023 - 10/2026

- Led UX design and information architecture decisions focused on conversion.
- Prototyped interface alternatives in Figma, considering scannability, discoverability and the mobile experience.
- Structured user flows for role-based access control (RBAC) in the editorial calendar.
- Ran competitive benchmarks to guide the experience of the merger between Max and Appmax.
- Built design tokens, components and interfaces with Vue 3, Nuxt and Tailwind CSS.

Results

- Structured the discovery for the new Design System through a 10-step workbook.
- Created design tokens and component patterns to standardize landing pages and micro-interactions.

Design System Engineer | Meiuca

Dates: 03/2022 - 09/2023

- Technical lead on two Design System projects for financial institutions.
- Structured the design token architecture and component libraries for Banco BV.
- Documented components and guidelines in Zeroheight and Storybook.
- Built an institutional landing page for Itaú with WCAG AA accessibility.
- Implemented contribution and governance processes for multiple teams.

Results

- Delivered two Design System projects, from concept to rollout.
- Structured governance processes to support the systems' adoption and evolution.

Design System Engineer | Lojas Renner

Dates: 12/2021 - 03/2022

- Architected a multi-brand Design System for Renner, Youcom, Camicado and Ashua.
- Defined design tokens and theming to customize shared components.
- Established brand consistency guidelines for digital interfaces and physical stores.
- Documented components and patterns in Zeroheight and Storybook.
- Structured reusable components that respect each brand's visual specifics.

Results

- Structured a Design System shared by four of the group's brands.
- Documented patterns for an operation with more than 600 stores and 20 million customers.

Design System Engineer | Warren Investimentos

Dates: 12/2020 - 12/2021

- Led the Design System through the investment platform's rebranding.
- Implemented light and dark themes for the digital interfaces.
- Co-founded the accessibility guild and integrated WCAG AA practices.
- Ran tests with the NVDA and VoiceOver screen readers.
- Defined adoption metrics and mentored junior developers.

Results

- Built accessibility practices and screen reader testing into the development process.
- Defined metrics for adoption, component coverage, support tickets and delivery speed.

Software Engineer and Frontend Developer | Warren Investimentos

Dates: 01/2019 - 11/2020

- Developed responsive interfaces with Vue, Angular and TypeScript.
- Implemented components and features for the investment platform.
- Led the progressive migration from Angular to Vue.
- Expanded automated test coverage to improve software reliability.
- Evolved the front-end interfaces with a focus on maintainability and technical quality.

Results

- Grew the Vue migration from 20% to 60% in five months.
- Increased automated test coverage from 36% to 88%.

Languages

- Portuguese (native)
- English (fluent)

Technical Skills

- Product Design and UX/UI Design
- Design Systems and Design Tokens
- Wireframes and Prototyping
- User Flows and Information Architecture
- Responsive Design and Interaction Design
- Digital Accessibility (WCAG 2.1 AA)
- Product Discovery and Competitive Benchmarking
- User Research and Usability Testing
- Figma, Storybook and Zeroheight
- Vue.js, Nuxt and Tailwind CSS