

# Matina Moreira

---

3189 South Bentley Ave, Los Angeles, CA, 90034    Cell 424-522-4127    [matina.moreira@gmail.com](mailto:matina.moreira@gmail.com)

## Summary

I'm a UX Designer, Service Designer, UX Researcher. My professional purpose is to create innovative strategies to help organizations to face their challenges from a human-centric perspective.

I have 18 years of experience in total. For the last 9 years, I have been working more extensively with innovation methodologies, such as Design Thinking, Lean UX, Business Model Canvas, and Value Proposition Canvas

I am skilled in design-thinking, workshop facilitation, UX research, and strategic vision.

Portfolio: <https://www.matinamoreira.com/>

Linkedin: <https://www.linkedin.com/in/matinamoreira/>

## Accomplishments

First, I implemented and evangelized Google's Sprint Design methodology for the largest Brazilian private bank from 2014 to 2016 - [my article and checklist](#). Additionally, I founded a designer collective to connect startups with design methodologies in Sao Paulo/Brazil in 2015.

## Skills

- \* Findings analysis / Concept / Solutions
- \* Problem framing
- \* Prioritize findings and opportunities
- \* Business strategy based on Human-Centric Methodologies
- \* Design Thinking
- \* Service Design
- \* Collaborate / Co-create
- \* Design Sprint Master
- \* Prototyping
- \* Analyse data, codebook, grounded theory (Dovetail, Atlas.ti)
- \* Qualitative Research: planning, preparation, material, and conduct fieldwork or remote interviews (Dscout, User Zoom)
- \* Usability test (live and remotely - usertesting.com)
- \* Contextual field visits, structured and semi-structured interviews, observation, shadowing
- \* Working in agile teams since 2007 (Scrum)
- \* Softwares: Sketch, Axure, Jira, Keynote, Miro, Mural, Axure, Microsoft, and Figma.

## Experience

### **Sr. UX Researcher and Strategic Designer**

Health Net (part of Centene Enterprise)

Mar, 2020 - present

Los Angeles, CA

Health Net is a health care insurance company that provides health benefits to approximately 5.9 million individuals. Healthcare is one of the most complex ecosystems that I have ever work. So far, it has been a great challenge to interact with members, patients, providers, and other stakeholders.

#### *Main activities:*

- Help the internal clients to frame and reframe their challenges
- Prepare and conduct qualitative research
- Structure and conduct usability tests
- Analyze research data, connecting quantitative and qualitative to translate those findings into insights and experience principles
- Organize and conduct workshops to help teams to incorporate the research learning points in their current and future projects

*Notable Skills:* remote qualitative research, and remote workshops activities.

**UX Researcher and Service Designer**  
Freelancer

Aug, 2016 to Mar, 2020  
Los Angeles, CA

Worked with early-stage startups to help them build a more holistic understanding of their audience, and structure projects to achieve business goals.

*Main activities:*

- Developed Value Proposition Canvas
- Facilitated in-company workshops and training on Design Sprint
- Helped structure project methodologies based on the company culture
- Conducted design research;- Developed User Journey Mapping
- Applied Design Thinking in HR

Notable Skills: adaptability, collaboration, and remote work.

**UX Specialist and Service Designer**  
Itau Unibanco

Aug, 2011 to Jul, 2016  
Sao Paulo, Brazil

Itau Unibanco is the most important bank in Brazil. I worked on the Wealth Management innovation team - a group idealized by IDEO. Working in an economics-focused environment was a rewarding experience. I utilized user-centered methodologies to assist economists.

*Main activities:*

- Lead and participate in strategic projects for the business areas;
- Guide the design of a multi-channel client experience;
- Planning research to understand the user and the context;
- Collect and analyze findings to share with the development team;
- Collaborate with the team to prioritize research opportunities to develop new features;
- Structure and facilitate an ideation and co-creation workshop;
- Steps I implemented in many projects: user research, context research, wireframes, navigable prototypes, following usability tests, and eye-tracking for projects;
- Research potential new technologies for application into projects;
- Responsible for the front of methodologies, researching and experimenting with new frameworks for user-centered projects;
- I developed an in-company course "User-Centered Interaction Design" with other senior professionals. We trained 280 employees;
- Implementation, training, and evangelization of Sprint Design methodology (Google);

*Notable Skills:* strategic vision, workshop facilitation, qualitative research, and service design thinking.

**Information Architect, UX, Product Owner (scrum)**  
UOL (Universo Online)

Apr, 2006 to Jul, 2011  
Sao Paulo, Brazil

[UOL](#) is the largest Brazilian online content and digital services company. Its audience covers more than 80% of the Brazilian Internet audience and its homepage reaches more than 60 million unique visitors every month.

*Main activities:*

- In 2008, the company decided to implement Agile methodology and all information architects were trained as product owners. I was responsible for looking after the whole experience of the marketplace "TodaOferta" (similar to eBay) and the payment gateway "PagSeguro" (similar to PayPal);
- As a product owner, I had to prepare backlogs, organize a few meetings and stay always tuned to analytics data and ROI;
- creating and improving digital products related to advertising as UOL AdWords and UOL Adsense
- drawing wireframes, sitemaps, benchmarks, and usability tests for these internal clients;
- Website and mobile-friendly interface for the press coverage of: 2010 National Brazilian Elections, 2010 World Cup, 2010 Retrospective.

*Notable Skills:* Product Owner, Lean UX, usability test, and prototyping.

## Education and Training

Parsons School of Design	MS in Strategic Design and Management	2019 - 2022
CX Professional certificate	Forrester	Sep, 2020
UX Certificate	UCLA	2018 - 2019
Harvard Business School	Disruptive Strategy with Clay Christensen	Mar, 2017
IDEO U	Storytelling for Influence	Jan, 2017
Udemy	Organizational Design	Nov, 2017
Adaptive Path	UX Intensive (Denver)	Oct, 2015
Anhembi Morumbi University	Bachelor's Degree, Digital Design	2000 - 2004
SENAI Theobaldo de Nigris	Bachelor's Degree, Graphic Arts	1998 - 2002

## Volunteer

- Mola Collective  
co-founder: this is a group of designers who share design processes and tools for early entrepreneurs in Brazil.
- Los Angeles User Experience Meetup
- Service Design Network chapter Brazil
- UXDesign.cc

## References

- Available upon request