

Ana Clara Melo

UX/UI & Product Designer

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PROFILE

Brazilian UX/UI and product designer based in Lisbon. I design mobile and web products end to end, from research and flows to high-fidelity UI and developer handoff, turning complex experiences into clear ones. My focus is product design, design systems and UX research, backed by a background in brand, content and creative direction that gives me a strong eye for consistency and detail. Comfortable in lean, remote teams and in using AI to work faster.

EXPERIENCE

Independent — UI/UX Designer & Digital Strategist

2024 – Present

Websites and digital products for small brands: UX audits and redesigns, e-commerce and landing page design, brand and visual consistency, and content strategy, with data-informed iteration and an AI-driven design process.

Ânima Educação — Digital Experience Designer & Creative Lead

2021 – 2024

Led a multidisciplinary team of 4 designers and copywriters, introducing agile workflows that reduced production bottlenecks. Planned editorial calendars focused on storytelling and high-retention video, turned social metrics into design and narrative decisions, and presented and defended creative work to marketing and content stakeholders.

Spazio Donna — Founder & Creative Director

2015 – 2020

Built a premium beauty brand and designed every touchpoint, end to end.

SELECTED PROJECTS

EXO Innovation · B2B SaaS · Product Designer

2025 – Present

Redesigned a complex flow into a guided experience; built and maintain the Figma design system.

Easy Peasy · Fintech mobile app · End-to-end

2025 – 2026

From wireframes to high-fidelity UI, with usability testing and accessibility (WCAG).

Trip & Co · Travel website · Responsive UI

2025

Wireframes, prototypes and conversion-focused flows.

EDUCATION

Ironhack Lisbon — UX/UI Design Bootcamp

2026

Award: Most Engaging Presentation.

Lisbon School of Design — Fashion Design

2024 – 2025

Universidade Anhembi Morumbi — Postgraduate, Fashion Communication

2021 – 2023

Federal University of Uberlândia — Bachelor of Business Administration

2014 – 2020

SKILLS & TOOLS

Skills: UX research, user flows, wireframing, prototyping, usability testing, high-fidelity UI, design systems, accessibility, developer handoff, creative direction.

Tools: Figma, FigJam, Maze, Miro, Notion, Linear, Photoshop, Illustrator, Webflow, CapCut, Claude, Midjourney.

Languages: Portuguese (native), English (fluent), Spanish (basic).