



ECIANE ROMEIRO

 [linkedin.com/in/Eciane](https://www.linkedin.com/in/Eciane) www.eciane.com

eciane.canada@gmail.com

+1(519)722-9346

15 Gloria St, Kitchener-ON N2R 0A6 Canada

SUMMARY

With **25 years of experience in UI/UX Design**, I specialize in **mobile-first, responsive, and data-driven solutions** with expertise in **AI-driven UX research, information architecture, and usability testing**. A former **IT Professor at Conestoga College**, I taught **UX/UI Design, HCI, and VR**, leveraging my **Bachelor's in Computer Science and two IT Master's Degrees**. I have led **enterprise applications, e-learning platforms, and AI-powered interfaces**, ensuring **scalable, user-friendly, and accessible solutions**. I won a **Design Competition for the Government**. I bring expertise in **360° content, 3D design, digital marketing, and SEO**, driving innovation in user-centered design.

SKILLS

- **Expert in UI/UX Design:** Wireframing, Prototyping, User Research, Interaction Design, and UCD
- **Design Strategy:** End-to-End Product Design, User Story Creation and Validation, Prioritization management.
- **Deep understanding of WCAG 2.1 guidelines** and accessibility best practices.
- **Rapid Prototyping:** Crafting High-Fidelity Designs, Iterating Based on User Feedback, and improvements
- **Expert in Figma, Adobe Creative Suite, Axure, Sketch, InVision, and Balsamiq**
- **Strong Virtual Reality VR creation:** VR Content with Immersive Experiences, and 3D Integration
- **Strong front-end knowledge: HTML, CSS, JavaScript, React, Mantine UI.**
- Developed **accessible UI components** for applications using **HTML, and contrast-optimized design.**
- **Solid Experience in Educational Platforms:** Designing LMS, Instructional design.
- **Experienced in Adobe Creative Suite, 3D Vista, Sketch, Figma, InVision, Unity.**
- **Strong prompt for Artificial Intelligence:** Integrating AI in UI/UX Design and Process Optimization
- Strong in **information architecture, usability heuristics, and interaction design.**
- **Experienced in digital collaboration tools:** Slack, Miro, Kanban and Trello.
- Expert in **UX research**, including **A/B testing, heuristic evaluations, and cognitive navigation.**
- **Proficient** in web conferencing for remoting collaboration tools: Zoom, Microsoft Teams, Google Meet.
- Designed **inclusive UX for government, and educational platforms** ensuring compliance with **AODA.**
- Solid experience in **quantitative/qualitative research methods** to improve user engagement and retention.
- Experienced to guide **stakeholder presentations and UX strategy reports .**
- Strong creating **wireframes and user flows for app and SaaS platforms.**
- Experienced in scalable **B2B and B2C applications, platforms**
- Strong **Design Thinking methodologies** to create human-centered, accessible, and intuitive interfaces.

LANGUAGES

- English (fluent)
- Portuguese (native)
- Spanish (familiar)
- French (familiar)

EDUCATION

- MBA Technology, Innovation & Education Jan 2011– Nov 2013__UPIS University
- MBA Information Technology Management Jan 2004 – Dec 2005__Fundação Getulio Vargas
- MBA Digital Marketing Jan 2003 – Nov 2004__Fundação Getulio Vargas
- BACHELOR'S Degree in Computer Science Jan 1994– Dec 1999__Alvorada University
- BACHELOR'S Degree in Anthropology Studies Jan 2018– Dec 2020__Heritage College & Seminary, Cambridge

Certificate

- Entrepreneurship Development, YEDI Institution Accelerator Center, Toronto-ON. Nov2023– May2024
- UX Design with Don Norman (INN/G)

PROFESSIONAL EXPERIENCE

Shareword Global

May 2024 to Nov 2024

UI/UX DESIGN LEAD.

- Lead for defining the UI/UX design, wireframes, Journey Map for Web/App.
 - Designed and implemented responsive, mobile-first UX solutions across multiple projects, leveraging user-centered design practices to achieve an intuitive user experience.
 - Facilitated design sprints to gather requirements and ensure alignment with business needs/end-user needs.
 - Developed interactive prototypes using Figma for the new Web/App solution.
 - Collaborated with developers to ensure of design assets, adhering to HTML5, CSS3, and best practices.
 - Documented user flows, wireframes, and low-to-high fidelity prototypes to communicate design intent.
 - Collaborated to a complex ecosystem product redesign with wireframes, user personas, and prototypes.
 - Utilized design tools such to create visually compelling and accessible interfaces.
 - Participated in agile collaborative board every day to support continuous improvement in project delivery.
 - **Utilized digital collaboration tools:** Slack, Miro, Kanban and Trello.
 - **Utilized web conferencing for remoting collaboration tools: Microsoft Teams, Google Meet.**
- ShareWord Global was founded in 1911 (formally known as Gideons International in Canada). It is a Christian charity that aims to be a missionary Agency. www.sharewordglobal.com/ca*

4VR Canada

Jan 2020 to Mar 2024

SR UI/UX Designer

- Led UI/UX design and innovation for Virtual Reality projects, focusing on human-computer interaction, accessibility, and usability testing.
 - Designed and managed the VR Education Platform, achieving 10K students in 60 days with UX strategy.
 - **Created and led the development of:**
 - VR EDU** – LMS/VR platform for Distance Education (copyrighted in North America).
 - 4VRxp** – VR content hosting platform (copyrighted in North America).
 - VR HOPE** – Health & Wellness VR platform for patient treatment (copyrighted in North America).
 - Designed and implemented responsive, mobile-first for web/ app using user-centered methodologies.
 - Developed key design deliverables, including user flows, wireframes, mock-ups, clickable prototypes, presentations, and reports.
 - Conducted workshops and design sprints to align business and user needs, improving collaboration.
 - Led usability testing, synthesizing findings into actionable insights that increased user satisfaction by 25%.
 - Created interactive prototypes in Figma, supporting iterative testing and cross-functional team alignment.
 - Successfully led the design of complex digital services from concept to production.
- 4VR Canada specializes in innovative VR solutions for education, training, tourism, and corporate services, integrating distance learning with immersive 360° VR experiences and gamification. www.4vr.ca*

J. ELEPHANTS (Gov. of Canada)

May 2021 to May 2022

SR UX Designer

- Designing and updating the UX Design standards for the Pension Plan Benefit for the Government of Canada.
- Conducting sitemaps/personas, usability testing to improve Canadians satisfaction in the platform.
- Facilitated stakeholder alignment by conducting requirement-gathering sessions and usability testing.
- Designed low-to-high fidelity prototypes, focusing on accessibility and responsiveness.
- Collaborated to refine designs based on iterative feedback and user testing insights.
- Contributed to the redesign of a customer-facing portal, enhancing usability and visual appeal.

- Supported user research initiatives by developing user personas and analyzing behavioral patterns.
- Contributed to develop user-centric interfaces for mobile platforms, emphasizing usability and consistency.
- Conducted usability testing sessions to validate designs, report with recommendations for improvement.
- Designed wireframes, interactive prototypes, and user journeys using tools with Figma.

Jumping Elephants is a Canadian technology Inc, specializing in human-centered UX research, design, and testing, primarily serving the public sector. www.jumpinglephants.ca

CONESTOGA COLLEGE

May 2018 to Jan 2020

SR UI/UX Design, IT Professor

- Led the design of complex digital services from concept to production.
- Developed user flows, wireframes, mock-ups, prototypes, and reports.
- Taught UX/UI Design, HCI, Usability Testing, and Mentor of the Student's final projects.
- Mentored students in Figma, Accessibility, HTML, CSS, and LMS platforms.
- Designed multi-device platforms, optimizing for responsiveness.
- Conducted user testing and integrated findings into design improvements.
- Facilitated design sprints and ensured alignment with business needs.
- Proficient in Figma, Adobe XD, Axure, and digital collaboration tools.

*Conestoga College is a top Canadian polytechnic with **36,000+ students**, specializing in applied technology, engineering, IT, and innovation-focused education. www.conestogac.on.ca*

REACH BEYOND Inc

Jan 2018 to Dec 2019

UI/UX Designer

- Created UI/UX standards for Web/App for Deaf people for the project "ASL American Sign Language"
- Designed responsive web interfaces that improved usability, iterated on interactive prototypes, project lead.
- Conducted heuristic evaluations and usability testing to uncover and resolve pain points in user interactions.
- Collaborated closely with developers, ensuring adherence to best practices of Web/App.

*Reach Beyond Inc. shares the Gospel through media, healthcare, and community development, focusing on unreached and **deaf communities** worldwide.*

UI/UX Designer - FULL POWER DESIGN WORKS

Jan 2017 to Dec 2018

- Created UI standards Interface for Web/App of the Engineer products.
- Spearheaded the redesign of a customer-facing dashboard, creating user flows and high-fidelity wireframes that enhanced functionality, including personas and journey maps for web/app.

Full Power Design Works Engineering Inc. is a company that specializes in providing innovative engineering solutions for smart cities.

FIOCRUZ HEALTH RESEARCH

Jun 2010 to Dec 2014

UI/UX Designer

- Led UX Design team with Agile building UX standards for multiple app with wireframes, prototypes, HTML, CSS, JS, and accessibility standards.
- Designed and delivered intuitive user interfaces for a complex data analytics platform, ensuring responsiveness and accessibility.
- Conducted usability testing sessions, synthesizing results into actionable design enhancements.
- Collaborated with multidisciplinary teams, maintaining alignment with business goals and user needs.
- Created low-to-high fidelity prototypes and wireframes using Sketch and Axure to facilitate the team.
- Supported product launch efforts by providing the documentation and guidelines for implementation.

Fiocruz is a leading health research institution. It focuses on public health, biomedical research, disease prevention, and the development of vaccines globally.

BANK OF BRAZIL, BY INDRA IT**Mar 2001 to Jun 2010****UI/UX Designer**

- Built UI/UX Intranet Standards with User-centred design principles for complex web for multiple projects.
- Lead redesigning a mobile-first app, improving user engagement through enhanced navigation and visuals.
- Designed prototypes using Axure for iterative testing and development team collaboration.
- Partnered with research teams to develop user personas and conduct usability testing.
- Developed interactive HTML5/CSS3 mockups to demonstrate design concepts to the team.
- Delivered high-impact UX solutions for the accessibility and user-centric design principles.
- Facilitated agile design processes, participating in stand-ups to support team efficiency.
- Conducted usability testing sessions to identify pain points and validate design improvements, boosting overall user satisfaction.

Bank of Brazil is the largest bank in Latin America, serving over 70 million customers. www.bbamericas.com/en/

User Interface Designer - (Government of Brazil)**Feb 1998 to Mar 2001**

- Built UI/UX Standards User-Centered Design for the Ministry of Energy of the Government of Brazil.
- Premium "IBEST WEB AWARD": I won the competition creating a standard for the Government of Brazil. After that, they invited me to teach at University.
- Designed and implemented responsive interfaces for a multi-tenant SaaS platform.
- Conducted usability testing to evaluate interface effectiveness and synthesized insights for improvements.
- Created detailed user flows, wireframes, and prototypes using Axure.
- Collaborated with developers to align design assets with HTML5, CSS3, and JavaScript coding standards.

The Brazil government website, gov.br, has over 156 million registered users and receives around 127.5 million visits, mostly from Brazil.

AWARD

"I BEST WEB AWARD" creating UI/UX Standard for the Government of Brazil. Outstanding Achievement. *The Brazil government website, gov.br*

PERSONAL

- Passion to reach excellence in each project, goal-oriented, ability to meet deadlines.
- Effectively organize, lead multiple projects, problem-solving.
- Fast Learning