Natalia Alves

Product Designer with 3+ years of experience creating web and mobile products. I focus on making complex flows simple and easy to use. At Wondrfly, I improved onboarding, payments, and the mobile web experience, increasing conversions and reducing drop-off. I work in startups where I can design from start to finish, build design systems, and help teams move faster.

CONTACT INFO

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SKILLS

Design Tools: Figma, Sketch, Miro
UX Methods: User Research, Usability Testing, Wireframing, Prototyping, Design Systems, A/B Testing, User Flows, Accessibility
Other: Agile/Scrum, HTML & CSS, Front-end basics, Data analysis for UX

EXPERIENCE

Lead Product Designer | Wondrfly

Jan 2024 – Present | New York City, NY

- Led design for Wondrfly's main platform (web + mobile), aligning product goals with real user needs.
- Designed the mobile web experience, which increased access and engagement.
- Improved onboarding flow, helping more users complete sign-up and increasing conversion. Simplified payment process, reducing confusion and drop-off.
- Created a design system that improved handoff and increased efficiency for designers and developers
- Guided and supported other designers, sharing best practices and encouraging new ideas.
- Reviewed designs carefully to ensure usability, accessibility, and quality.
- Worked closely with product and marketing teams to connect design decisions with business goals.

Product Designer | Wondrfly

Jan 2023 – Dec 2023 | New York City, NY

- Researched and designed new features for web and mobile, from early sketches to detailed prototypes.
- Talked directly with users through interviews and usability tests, improving clarity and reducing task time.
- Improved the user profile and service provider pages, making them easier to use and understand.
- Built and maintained a design system that kept the product consistent and scalable.
- Shared design insights in product meetings, making sure user needs were at the center of decisions.

UX/UI Designer | Freelancer

Jul 2022 – Jan 2023 | Calgary, AB

- Worked with clients to understand their needs and design websites and apps that fit their business goals.
- Used a step-by-step design process: research, wireframes, prototypes, and testing.
- Ran interviews and gathered feedback, then improved designs based on real user input.
- Delivered clear, easy-to-use designs that helped clients launch faster and with more confidence.

Head Coach | Huskies Volleyball Club & Vogo Beach Volleyball

Jun 2020 – 2022 | Saskatoon, SK

- Created training plans and coached athletes, improving performance through clear teaching and feedback.
- Used performance data to find growth areas and gave tailored advice to help players improve.
- Supported athletes individually, building confidence and helping them succeed.

EDUCATION

- **BrainStation** | Diploma, User Experience Design (Aug 2022 – Nov 2022, Toronto, ON)
- **University Centre of Maringá** | Bachelor's in Education (Sep 2012 – 2016, Maringá, Brazil)

CERTIFICATION

- Udemy | Web Development Bootcamp (Nov 2024, Calgary, AB)
- University of Alberta | Software Product Management (Jan 2022, Calgary, AB)
- Google | UX Design Professional Certificate (Jun 2022, Calgary, AB)