



Stephanie Pinto Ribeiro.

UX Designer

Design Thinking, Figma, Adobe Creative Suite

Hello! I'm UX Designer with a background in visual design. Currently, based in Barcelona. I'm passionate about challenges, learning, helping people and creating positive experiences.

Skills.

_hard skills

- Design Thinking
- User Experience (UX)
- Customer Experience (CX)
- Graphic Design
- User Centered Design (UCD)
- Agile Methodology
- Wireframing
- Prototype

_soft skills

- Effective Communication
- Management
- Fast Learner
- Adaptability
- Team Player

_technical skills

- Figma
- Adobe Creative Suite
- Lucid / Mural / Miro

Work Experience.

UX Designer

Roche

06/2023 / Present

Currently dedicated to the CX Continuous Glucose Monitoring (CGM) ecosystem, contributing to experience design across global, regional, and local markets within a complex healthcare environment.

- Contribute to the design and evolution of end-to-end customer journeys, ensuring consistency across digital products, service touchpoints, and regional adaptations.
- Act as a connector between global CX strategy and local market needs, helping translate enterprise-level vision into practical, scalable solutions that respect regulatory and operational realities.
- Collaborate closely with CX designers, UX researchers, IT, and product teams to create aligned, insight-driven experiences across the ecosystem.
- Partner with regional stakeholders to uncover pain points and systemic friction, bringing those insights back to global discussions to influence prioritization and roadmap direction.
- Support the continuous improvement of CX ways of working, refining documentation standards, internal workflows, and collaboration models to increase clarity, transparency, and efficiency across distributed teams.
- Played a key role in evolving team boards, knowledge structures, and cross-team rituals, strengthening collaboration and creating a more structured and scalable CX practice.
- Ensure UI solutions are meaningfully connected to broader customer journeys, validating that triggers, flows, and interactions reflect real user needs and research insights.
- Advocate for a holistic, customer-centered mindset, balancing business goals, technical feasibility, and user experience in a highly layered organizational context.



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Languages.

English	C1
Portuguese (native)	C2
Spanish	B2
Catalan	A1

Contact.

Let's connect!
Feel free to reach out.

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Work Experience.

Designer

Pulsar

09/2018 - 02/2022

Creative network that brings together multidisciplinary entrepreneurs to solve complex problems through facilitation and collaborative processes transforming and innovating.

- Directed graphic designers through creating process, briefing the client needs and overseeing designs;
- Translated complex information into visual designs, presentation and editorial layout, application of brand identity into products;
- Designed collaborative experiences (workshops, trainings, meetings and events);
- Edited videos with Adobe Premiere as an extra delivery during training and workshops.

Founder

Pata Design

11/2018 - 12/2021

Design Studio where I turned my dreams into products and design services.

- Designed and sold products;
- Planned and managed product's prices, production and delivery;
- Understood clients needs and turned them into deliverables;
- Conducted customer service and sales through social media;
- Acted from start to end in every project;
- Created the brand and the website's visual design;

Education.

UX/UI Design Bootcamp

Ironhack - Berlin

Certificate | 03/2022 - 05/2022

Master in Strategic Design

Unisinos - Brazil

2019-2021

Graphic Design

4ED School - Brazil

Certificate | 2016

Degree in Architecture and Urbanism

Universidade Federal do Rio Grande do Sul (UFRGS) - Brazil

2012-2018