

Virna Varela

Product Designer · UX & UI

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Product Designer with 7+ years of experience across Aviation, Contact Center Technology, and PropTech, working mostly in operationally complex B2B and B2C products, where the core challenge is turning dense, high-stakes workflows into clear and usable interfaces. Comfortable moving between research, cross-functional collaboration, and hands-on interface design.

Areas of expertise

Product Design · UX Research · Usability Testing · Design Systems · Accessibility (WCAG) · Information Architecture · Interaction Design · Prototyping · Mobile & Web Design · Design QA · Cross-functional Collaboration

Key achievements

- Contributed to end-to-end Customer Journey Mapping at Porter Airlines across 5 passenger tiers and irregular operations, interviewing stakeholders across five departments and triangulating qualitative research with CSAT and contact center data to align teams around a shared view of the traveler.
- Designed and shipped product experiences across web and mobile, from research and journey mapping to high-fidelity flows, working within cross-functional teams to turn complex requirements into clear, usable interfaces.
- Brought design structure and consistency to legacy products across multiple companies, establishing UI standards, systems, and QA practices where none existed before.

Professional experience

Porter Airlines

Designer, Digital UX/UI · Jun 2023 – Nov 2025

- Redesigned the Porter Pass experience on flyporter.com, covering the passes overview, individual pass, and booking pages, replacing a fragmented legacy flow with a consistent, scalable interface and addressing visibility and usability gaps. Shipped and monitored post-launch via support tickets and contact center feedback.
- Contributed to end-to-end Customer Journey Mapping across 5 passenger tiers and irregular operations (IROP) scenarios, interviewing stakeholders across airport, call center, sales, IT, and SOCC, and triangulating qualitative insights with CSAT and contact center data to surface pain points, emotions, and opportunities.

- Mapped current-state communication flows for disruption scenarios like cancellations and delays, using operational documentation and input from contact center and SOCC supervisors, then designed and maintained IROP email templates following a new system implementation.

Superlógica Tecnologias

Design Specialist · Jul 2020 – Jul 2022

- Led a multi-brand Design System in Figma for Superlógica ERP and Gruvi (native mobile super app) as the primary design owner within a cross-functional governance committee, defining the core component library plus squad-specific components (banking, onboarding), and supporting roughly 15 designers on UI patterns and best practices.
- Designed the Gruvi chat from wireframes to high-fidelity prototypes, architecting an interaction model built to scale toward complex features like product sharing, calls, and assemblies for a future marketplace, and collaborated with development through implementation and QA.
- Co-created a defined UI and experience QA process between design and development QA teams to verify feature delivery, and ran ongoing QA on Design System components within the governance committee to ensure fidelity across products.

Evolux

UX Designer · Apr 2018 – Jul 2020

- Designed interfaces for Evolux's core contact center platform, used by major clients such as Cabo Telecom and Loggi, spanning both real-time operational flows for agents (call handling, redirection, pauses, cross-system issue resolution) and analytical dashboards and reporting for supervisors tracking staff metrics like wait time, resolution time, and satisfaction.
- Owned end-to-end UX design for a presentation-focused video conferencing platform with specialized features like floor control, working as the sole designer within an international, cross-functional team to translate previously deprioritized needs into interface solutions.
- Co-created Evolux's first Design System with the design team, introducing UI components and interaction standards to a legacy product previously built entirely by developers, establishing early consistency and UI best practices across the company.

Education

Post Graduate Degree, Design Thinking for Business

Descomplica, Brazil · 2020 – 2021 · Remote

Bachelor's Degree, Design

Federal University of Rio Grande do Norte, Brazil · 2012 – 2018

Graphic Design for Marketing (Exchange year)

Kwantlen Polytechnic University, Vancouver, Canada · 2014 – 2015

Languages

Portuguese (native) · English (fluent) · French (intermediate)