Andre Muniz

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Executive Summary

Enthusiastic Staff UX Designer with 16 years of experience in the design space. My specialties include user research, prototyping, interaction design, and value delivery. A detail-oriented change agent recognized for strong communication and collaboration skills that help to achieve goals, drive revenue, and design successful experiences.

Work History

Staff UX Designer *(VelocityEHS)*   **05/2023-Present**

- Created and maintained a proprietary design system for web (80 new components) and mobile products (Android/iOS), ensuring consistency and scalability, including partnering closely with engineering to bridge design and code.
- Implemented 128 design tokens using Figma variables to streamline and standardize the design process.
- Established and executed a research strategy, conducting four extensive UX research projects with end customers to inform design decisions that generated 52 design recommendations.
- Led accessibility audits and policy creation that uncovered 253 violations. This initiative generated 3 Accessibility Conformance Reports for different products.
- Introduced and championed DesignOps initiatives, including defining design strategies and streamlining research processes.
- Explored and integrated Artificial Intelligence (AI) and Machine Learning artifacts into product solutions.
- Developed a custom Figma plugin, saving the design team five hundred dollars annually in operational costs.
- Spearheaded data visualization initiatives, leveraging 3rd-party libraries to enhance charts and graphs.
- Delivered internal workshops for designers and developers to foster cross-functional collaboration and knowledge sharing.
- Championed design system adoption across teams, creating documentation, tools, and education that enable others to build consistent, accessible experiences
- Assisted the UX director in recruiting and onboarding new UX designers, contributing to team growth and development.

Head of UX *(ALE Consulting/Alliance App)*   **05/2021-01/2023**

- Created comprehensive design documentation, including user requirements, personas, customer journey maps, and user flows, to guide the user research phase.
- Designed low and high-fidelity prototypes using Figma and FigJam, ensuring iterative improvements.
- Conducted user testing sessions with internal and external users using tools like Miro and Mural to validate mockups and enhance usability.

- Maintained a robust design system for mobile and web applications, defining measurement frameworks and key metrics, including design token strategy, ensuring consistency, scalability, and full alignment between design and development.
- Designed and delivered an MVP with 30+ fully integrated features using Figma.
- Facilitated over 10 iterative sessions with developers and the product team, focusing on interaction design and ensuring alignment with user needs.
- Built a design system comprising 150+ components for mobile and web applications to ensure consistency and scalability across the platform.
- Applied modern UX methods, tools, and processes, leading prototype demonstrations to align stakeholders and drive project success.

Senior UX Designer (Brazilian Cyberdefence Observatory)   02/2020-11/2020
- Conducted user research and testing phases for the government web portal, utilizing interviews, surveys, focus groups, and card sorting methods—all grounded in the Design Thinking methodology.
- Designed medium and high-fidelity prototypes using Adobe XD to visualize and refine user-centric solutions.
- Created and managed design documentation, including interaction models and detailed design specifications, ensuring consistency and clarity throughout the project

Design Research Fellow *(TDS Company)*   09/2020-05/2021
- Collaborated with colleagues to guide multiple organizations through their digital transformation journeys using a proprietary platform rooted in innovation tools and processes. My contributions included:
- Supporting over 10 companies in defining and creating tailored solutions for their digital transformation initiatives, leveraging tools like Miro and Adobe Creative Suite (Photoshop and Illustrator).
- Designing and developing 20 custom toolkits to empower companies and individuals to independently generate and refine ideas using a User-Centered Design approach.

UX Specialist *(CBTU)*   10/2014-12/2021
- Implemented agile practices across teams to enhance collaboration, improve project delivery timelines, and create a culture of continuous improvement within administrative and technical teams.
- Spearheaded UX innovation initiatives: Identified opportunities to adopt emerging technologies, such as cloud-based solutions and predictive analytics, to optimize railway maintenance and operations processes.
- Conducted training and change management initiatives: Delivered UX and design workshops and hands-on sessions to onboard team members to new technologies and practices, ensuring a smooth transition to digitalized systems.
- Developed performance metrics and reporting systems: Created dashboards and reporting tools to monitor the success of newly implemented processes, track progress, and identify areas for continuous improvement.

Senior UX Designer *(Samsung/CESAR)*   10/2009-10/2014
- Designed and launched 40+ mobile applications for Samsung Bada and Android platforms, creating innovative and intuitive user experiences that supported the adoption of a new mobile operating system.

- Conducted in-depth user research to understand target audience needs and behavior, ensuring that each application was tailored to meet user expectations and provide maximum value.
- Developed workflows and best practices for designing applications on the Samsung Bada platform, enabling scalability and efficiency across multiple projects.
- Established a system for managing simultaneous projects: Implemented strategies and tools to streamline collaboration, prioritize tasks, and maintain consistency while working on 10+ projects at a time.
- Created prototypes and wireframes using AxureRP, including detailed, interactive prototypes to visualize concepts, test usability, and gather stakeholder feedback.
- Worked closely with developers, product managers, and QA teams to ensure smooth implementation and high-quality delivery of applications.
- Conducted usability testing sessions to validate designs and improve user experiences, ensuring each app met user and business goals.
- Played a critical role in supporting the adoption of Samsung Bada by designing engaging applications demonstrating the platform's capabilities and potential.

Other Experiences

Part-time Professor *(George Brown College)*   **01/2026-04/2026**

- Teaching experience for *COMP 1242 – User Experience Design Essentials* course.

Design Mentor *(ADPList)*   **09/2022-Present**

- I've been helping dozens of designers and other professionals transition their careers and maximize their experience and job applications here in Canada. Some of my achievements include:
- Top 50 (1%) best mentors in Design for several months
- More than 7000 minutes (116+ hours) in mentoring 200+ sessions with individuals from 13 different countries

Lecturer *(CESAR School)*   **01/2010-12/2012**

Test Engineer/Architect *(Motorola)*   **09/2005-10/2011**

Education

- Master's degree in Design, *Federal University of Pernambuco*, 2019-2022
- Post-graduate Degree in Art History, *Claretiano*, 2015-2016
- Advanced Diploma in Graphic Design, *IBRATEC*, 2013-2015
- College degree, Industrial Electrician, *Federal Center of Technology Education of Pernambuco*, 2001-2003

Awards and Volunteering

- Top 8 Design Mentors in Canada *(ADPList Award)*, 2024
- Top 1% Best Mentors in the Design Category for several months *(ADPList Award)*, 2024-2025
- Volunteer at the National Marketing and Communications team *(Scouts Canada)*, 2023-Present
- E-learning platform manager *(Brazilian Scouts Association)*, 2016 - 2022
- 2nd place in the national phase *(Microsoft Imagine Cup)*, 2011