Andre Muniz

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Executive Summary

Principal / Staff UX Designer with 12+ years of experience leading end-to-end product design across complex domains. I specialize in user research, interaction design, and rapid prototyping, translating insights into scalable solutions that drive measurable business outcomes. Recognized for leading cross-functional initiatives, mentoring designers, and operationalizing design systems, I align design strategy with product and revenue goals to deliver high-impact, user-centered experiences.

Work History

Staff UX Designer *(VelocityEHS)*   05/2023-12/2025
- Created and maintained a proprietary design system for web (80 new components and 128 design tokens) and mobile products (Android/iOS), ensuring consistency and scalability, including partnering closely with engineering to bridge design and code.
- Established and executed a research strategy, conducting 4 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 and 35 accessibility Jira tickets.
- Developed a custom Figma plugin, saving the design team $500 annually in operational costs.
- Spearheaded and integrated Artificial Intelligence (AI) artifacts into product solutions.

Principal UX Designer/Team Leader *(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 25+ low and high-fidelity prototypes using Figma and FigJam, ensuring iterative improvements.
- Conducted 12 user testing sessions with internal and external users using tools like Miro and Mural to validate mockups and enhance usability.
- 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 robust design system comprising 150+ components for mobile and web applications and defined measurement frameworks and key metrics, including design token strategy.

Design Mentor *(Freelancer)*   09/2022-Present
- Coached 100+ designers and other professionals to transition their careers and maximize their experience and job applications in Canada.
- Ranked Top 50 (1%) best mentors in Design for several months.
- Delivered more than 7,000 minutes (116+ hours) of mentoring through 200+ sessions with individuals from 13 different countries.

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.

Senior UX Designer *(TDS Company)*   **09/2020-05/2021**
- Supported 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).
- Designed and developed 20 custom toolkits to empower companies and individuals to independently generate and refine ideas using a User-Centered Design approach.

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.
- Implemented strategies and tools to streamline collaboration, prioritize tasks, and maintain consistency while working on 10+ projects at a time.
- Created 50+ prototypes and wireframes using AxureRP, including detailed, interactive prototypes to visualize concepts, test usability, and gather stakeholder feedback.
- Conducted 20 usability testing sessions to validate designs and improve user experiences, ensuring each app met user and business goals.

Other Experiences

Professor - UX Design Courses *(University of Toronto)*   03/2026-Present

Professor - UX Design Courses *(George Brown College)*   01/2026-Present

Team Leader/Engineering Coordinator *(CBTU)*   10/2014-12/2021

Professor - UX Design Courses *(CESAR School)*   01/2010-12/2012

Team Leader/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
- Bachelor's Degree in Graphic Design, *IBRATEC*, 2013-2015
- College degree, Industrial Electrician, *IFPE*, 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
- Volunteer as Medical First Responder team *(St. John's Ambulance)*, 2025-Present
- Volunteer as E-learning Platform Manager *(Brazilian Scouts Association)*, 2016 - 2026
- 2nd place in the national phase *(Microsoft Imagine Cup)*, 2011