

Andre Muniz

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Executive Summary

Senior Product Designer with 15+ 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-centred experiences.

Work History

Senior Product Designer (*Monks*)

04/2026-Present

- Led product design initiatives for a retail telecom client, shaping store operations, inventory tools, and analytics dashboards that supported day-to-day execution and executive reporting.
- Translated complex operational needs into simple, scalable digital experiences for store teams and business users.
- Accelerated design-to-validation cycles by leveraging AI tools to rapidly prototype, code interactive UI components, and test concept feasibility before full engineering handoff.
- Built and maintained scalable design assets, component libraries, and cross-functional workflows to ensure consistency across multiple enterprise product surfaces.
- Presented design recommendations, research findings, and decision-oriented updates to align business, product, engineering, and retail operations leadership.
- Managed stakeholder expectations through structured communication, clear documentation, and collaborative design reviews.

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.

Other Experiences

Instructor - Interaction Design/Developing Insights for Design (<i>University of Toronto</i>)	03/2026-Present
Professor - Introduction to User Experience (<i>George Brown College</i>)	01/2026-Present
Design Mentor (Freelancer)	09/2022-12/2025
Senior UX Designer (TDS Company)	09/2020-05/2021
Senior UX Designer (Brazilian Cyberdefence Observatory)	02/2020-11/2020
Team Leader/Engineering Coordinator (<i>CBTU</i>)	10/2014-12/2021
Senior UX Designer (Samsung/CESAR)	10/2009-10/2014
Professor - UX Design Courses (<i>CESAR School</i>)	01/2010-12/2012
Team Leader/Test Engineer/Architect (<i>Motorola</i>)	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