DESIGN ENGINEER

Samylla Wanderley

🌐 samylla.com   in samylla-w

samyllacontato@gmail.com
+55 (84) 9 9986-7462
Natal, RN – Brazil

PROFILE

Design Engineer with experience across D2C, B2B, and B2B2C products, leading end-to-end digital solutions from discovery to delivery. Strong background in design systems, scalable UX, and cross-functional collaboration, translating user and business needs into high-quality, high-impact product experiences. Experienced in fast-paced environments, partnering closely with engineering, product, and stakeholders.

EXPERIENCES

Lead Product Designer | Euler

June 2025 – Present

- Led the design roadmap and prioritized initiatives for a PRM platform, aligning design strategy with product and business goals.
- Managed and mentored the design team, improving delivery quality and design consistency.
- Drove the launch of new features, collaborating closely with engineering and product.
- Scaled and evolved the design system, enabling faster development and better UX consistency across the platform.

Core Skills: Leadership · Discovery & Delivery · Data Analysis · User Stories · Workshops · User Research · UI Design · Interactive Prototyping · Design Systems · Bubble

Product Designer | Euler

November 2024 – June 2025

- Led a full rebrand of the PRM platform in close collaboration with developers and key stakeholders.
- Created a scalable design system from scratch, supporting future epics and feature expansion.
- Designed and shipped new features end-to-end, from discovery through delivery, resulting in strong customer and partner feedback.
- Supported product decision-making through qualitative and quantitative insights.

Core Skills: Discovery & Delivery · Data Analysis · User Stories · Workshops · User Research · UI Design · Interactive Prototyping · Design Systems · Bubble

Product Designer | Ioasys/Alpargatas

November 2021 - November 2024

Global B2C E-commerce Platform:
- Launched a global e-commerce website in collaboration with cross-functional teams.
- Conducted user research, usability testing, and stakeholder workshops to inform design decisions.
- Analyzed user behavior using Hotjar and analytics tools to continuously improve conversion and usability.
- Worked within a continuous Discovery & Delivery framework, optimizing the customer journey across markets.

B2B2C Omnichannel Platform (Brazil):
- Co-created a new B2B2C platform for a global brand, focused on omnichannel strategy.
- Facilitated workshops, conducted user research, and developed interactive prototypes using Figma.
- Collaborated closely with product and engineering to align UX decisions with business strategy.

Core Skills: Discovery & Delivery · Data Analysis · User Stories · Product Strategy & Roadmaps · Workshops · User Research · User Interviews · UI Design · Interactive Prototyping · Design Systems

UX/UI Designer Intern | Ioasys + Alpargatas

July 2021 – November 2021

- Conducted benchmarking and competitive research for a new e-commerce platform, and supported the team with insights related to business KPIs and product metrics.

EDUCATION

B.Sc. in Software Engineering

UNINTER – Expected for 2028

SKILLS

Product
- Agile Sprints
- Discovery & Delivery Framework
- Data Analysis
- User Stories
- Product Strategy
- Workshops
- User Research
- User Interview
- User Interface
- Interactive Prototype
- Design System

Tools
- Jira
- Azure DevOps
- Google Analytics
- Hotjar
- Figma
- Miro
- Adobe Suite (Photoshop, Illustrator)
- ClickUp

Languages
- Portuguese — Native
- English — Advanced
- Spanish - Elementary