# Laís Moraes de Paula

**Product Designer (UX/UI) · Fintech · Design + Front-end**

Rio de Janeiro, Brazil (remote) | laismoraesdev@gmail.com | linkedin.com/in/laismoraesdev | moraeslais.github.io

## SUMMARY

Product designer who shipped the V1 of a payroll-loan fintech superapp end to end: from user journeys and clickable prototypes to QA of the build. Former licensed architect (5 years, including Athie Wohnrath, one of Latin America's largest architecture firms) who moved into tech in late 2024 and grew from IT intern to UX/UI Designer in 15 months. I bring systems thinking from architecture, hands-on front-end knowledge (HTML, CSS, TypeScript, React) and a detail-oriented eye that makes me an easy partner for developers. 100% remote since day one.

## EXPERIENCE

**CIABRA Group (CIABRA · UNI FY · DUNA ERP)** — Fintech group · Remote · Jan 2025 – Present

*Promoted from IT Intern to UX/UI Designer within 15 months.*

**UX/UI Designer, UNI FY** — Apr 2026 – Present

*Mobile fintech superapp for payroll-deducted loans.*

- Shipped the V1 of the UNI FY app (launched Sep 2026) as the product designer in a 6-person cross-functional remote team (product lead, developers, security).
- Designed 8 end-to-end user journeys in Figma (onboarding, sign-up and activation, authentication, profile, transactions, Pix instant payments on credit, invoices and contracts, help center), each screen mapped 1:1 to the product backlog.
- Turned the wireframes into a clickable prototype and presented it to every department, aligning business, tech and operations on the V1 scope.
- Proposed a step-by-step sign-up flow to reduce onboarding friction; the idea was adopted by the team.
- Ran UX/UI audits and QA on the build: one round alone surfaced 9 functional bugs and 25 UX/UI findings, including WCAG contrast checks. Wrote the product microcopy from onboarding to confirmation screens.

**Junior Full Stack Developer & UI/UX Designer, DUNA ERP** — Mar 2026 – Sep 2026

*Web-based ERP product. In parallel with UNI FY from Apr 2026.*

- Designed flows, wireframes and prototypes, helped implement them in the web app and maintained responsive UI components.

**IT Intern, CIABRA** — Jan 2025 – Mar 2026

*Fintech for billing and collections management.*

- Prototyped the screens of a new product in Figma (the project was later discontinued).
- Built web interfaces with HTML, CSS and TypeScript, consumed REST APIs, fixed bugs, wrote SQL queries and used Git/GitHub in a Scrum team.

## PROJECTS

- **EduMentor AI** · QA Coders Academy bootcamp (2 months, team of 6): PO and UX/UI for an AI-tutoring study app for ENEM, Brazil's national university entrance exam. Led product ideation and the squad.
- **Fixer AI** · QA Coders Academy bootcamp (MVP in 18 days, team of 8): UX/UI for a tool that scores prompts and suggests a better version. MVP, handoff and style guide delivered.
- **Venzi and Squad** · personal projects, from research to code (creator, UX/UI, UX research, UX writing and full-stack dev). Venzi: B2B dashboard that predicts no-shows in clinic schedules (28 screens, prototype with 3 guided flows). Squad: an app to find a gaming team safely.

## PREVIOUS CAREER

**Licensed Architect (CAU/BR), 2020 – 2024:** 5 years in architecture and corporate interiors, including Athie Wohnrath, one of Latin America's largest architecture firms. Brought from this career: systems thinking, technical documentation, client presentations and attention to detail.

## SKILLS

**Design:** User journeys, wireframes, prototyping, UI design, design systems and components, microcopy, accessibility (WCAG)
**Quality:** Functional QA, UX/UI audits, bug reporting, design-to-build verification
**Tools:** Figma, Figma Make, FigJam, Miro, Adobe Illustrator, Photoshop, Maze, Hotjar, Google Analytics, Jira, Asana, Azure, Trello, Notion, Slack, AI (Claude, ChatGPT, Gemini)
**Tech:** HTML, CSS, JavaScript, TypeScript, React, SQL, REST APIs, Git/GitHub, Scrum
**Architecture:** AutoCAD, SketchUp, Revit
**Languages:** Portuguese (native) · English (fluent) · Spanish (intermediate) · Japanese (basic, studying)

## EDUCATION

**Bachelor of Architecture and Urbanism** · UNIGRANRIO, Brazil · 2015 – 2019
**App Development Bootcamp** · QA Coders Academy · 2026 · In progress. Team projects: EduMentor AI and Fixer AI.

## COURSES & CERTIFICATIONS

- UI & UX Best Practices for Interface Design, Intuitive Pixel (30h, 2026); Figma in Practice, Intuitive Start (12h, 2026)
- Alura, UX/UI track (2025 – 2026): UX Design (post-research product conception), UI Design, User Interface for Product Designers, Figma
- Alura, Development track (2025 – 2026): HTML & CSS, JavaScript (logic, OOP, array methods), TypeScript, React, Git & GitHub, SQL, Imersão Dev with Google Gemini (10th edition, 2025)