JOYCE SUEKO

PRODUCT DESIGNER | NN/G UX CERTIFIED

SUMMARY

As a Product Designer, I excel in collaborating and communicating with team members and stakeholders. My primary focus is on optimizing processes, measuring initiatives, and making informed decisions that drive business value. I'm dedicated to identifying and mitigating risks to ensure product success while helping the team iterate rapidly to maximize learning in fast feedback loops.

RELEVANT EXPERIENCE

Australian Ethical Snr UX Designer — *Sydney, Australia*

JANUARY 2024 - PRESENT

- Led a thorough research study on performance, reshaping AE's strategy. By leading user discovery, analysis, and research. I identified 8 pivotal themes and shared the actionable insights, empowering stakeholders to make informed decisions. Used iterative prototypes and customer validation for alignment with user expectations.

Go1 Snr Product Designer — *Sydney, Australia*

DECEMBER 2021 - NOVEMBER 2023

- Led a comprehensive research study, utilizing both qualitative and quantitative methods, finding informed strategic decisions, involved the cross-functional team from project concept and to delivery, achieving sales growth from $0 to USD 5 Million within 18 months.
- Implemented data tracking on solutions I designed to monitor key performance indicators and analyze user behaviour, and internal efficiencies, resulting in an increase of 75% in internal support teams' efficiency and a boost in customer satisfaction.
- Consolidated insights that I gained from performing with diverse audiences and sharing them, resulting in better and consistent experience from concepts to delivery of 8 teams.

Rezdy Snr Product Designer — *Sydney, Australia*

MARCH 2021 - OCTOBER 2021

- Led research for the booking system, ensuring quality and efficiency from concept to delivery. Collaborated with engineers and project managers early in the process to enhance buy-in and expedite idea generation.
- Initiated rapid validation via unmoderated usability testing, contributing to total revenue of approximately USD 229K within 8 weeks post-launch of the enhanced promo codes.
- Contributed to the design system

Assignar Snr Product Designer — *Sydney, Australia*

NOVEMBER 2020 - FEBRUARY 2021

Assignar Product Designer — *Sydney, Australia*

JANUARY 2018 - NOVEMBER 2020

- Implemented the first-ever research process in the company, driving user-centered designs and informed decision-making. Led projects from research to final release.
- Led two engineering teams, specializing in optimizing project management efficiency through the responsive web app and enhancing data collection from the field via hybrid mobile app, achieved a 60% efficiency gain through automated processes and digital pathways.
- Initiated the Design System to implementation, enhancing development speed for upcoming projects

General Assembly Student Project UX Consultant (3 weeks) — *Sydney, Australia*

SEPTEMBER 2017 - OCTOBER 2017

UOL Universo Online UI Designer — *São Paulo, Brazil*

MARCH 2015 - JUNE 2015

Neue Labs UI/UX Designer — *São Paulo, Brazil*

JUNE 2013 - MARCH 2015

CONTACT ME

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Sydney, Australia

SKILLS

User Research
Usability Testing
Wireframing & Prototype
User Interface Design
Mobile App Design
Rapid Prototype
Card Sorting
Data analysis
Personas and User flow
Heuristic Evaluation
Stakeholder management
Workshop for AI solutions
Accessibility

TOOLS

Figma
Dovetail / EnjoyHQ
User interviews
Maze+Pendo (scale research)
Fullstory/Clarity
Jira & Confluence
Statsig

EDUCATION

GENERAL ASSEMBLY
User Experience Design Immersive
Sydney, Australia

10-Week, UX Bootcamp

CENTRO UNIVERSITÁRIO DAS FACULDADES METROPOLITANAS (FMU)
Bachelor Degree in Graphic Design
São Paulo, Brazil

NN/g UXC *with specialization on UX Management and UX Research*
Cert.ID: 1035793

MENTORING AT

Adplist & GA

LANGUAGES

Portuguese (native),
English (advanced)