

YASMIN LOGINO

26 years

Brazil | São Paulo

Executive MBA

Advanced English

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UX/UI DESIGNER & PRODUCT DESIGNER

SOFT AND HARD SKILLS

- **Collaboration within design teams and cross-functionally** with people around the world.
- **Presentation of findings and insights + Workshops facilitations** from multi-disciplinary backgrounds and varying organizational levels and types.
- **Envision the big picture, anticipating consequences** but still manage and keep track of all the details.
- **Independently design new features, from concept prototypes to high-fidelity** clickables, justifying design decisions and managing project timelines, expectations, and requirements.
- **Use of the design system** and brand guidelines to make the wireframes.
- Work with **agile methodologies and scrum**.
- **Design thinking (double diamond)**
End to end focused on user-centered design. User research/Data analysis and interpretation/ Definition/ Brainstorm and ideation/Information Architecture / Prototype (desktop, mobile, responsive) / Test/ Iteration.
- **Data driven and AI**
Use of data collection tools and metrics to understand whether the solution developed was truly beneficial for the company, either through tracking user behavior in the flow, or by measuring reading and viewing time, among other methods.

EXPERIENCE

IBM | 2023 - 2024 | UX/UI Designer

As an employee within IBM:

I integrated data-driven UX into all projects I worked on, earning positive feedback—particularly for a sales platform showcased at a major global tech event. Additionally, our team developed an MVP concept leveraging AI (Watson) to enhance user experiences across multiple locations, along with a dashboard to support stakeholder decision-making.

Triggo Labs | 2022 | UX/UI Designer

As a consultant for Triggo within the company Porto Seguro (a large insurance company in Brazil)

I worked on projects as the only product designer on the team, dealing directly with stakeholders, time management, roadmap, and strategy. In one of the projects, we transformed a million cost project into other that was at “zero cost”, with agility, without security risks, unification with other areas, and in accordance with technology and business constraints.

Try | 2020-2021 | UX/UI Designer

As a consultant for Try (WPP group), I did many projects for diversified companies:

I participated in projects in which I was able to bring ideas that would help in the journey of both the employee and the user, and build solid bases from research to delivery, bringing the vision of new businesses and innovation opportunities, influencing the future decision-making of companies that in their most were undergoing a digital transformation.

Provi | 2019-2020 | UX/UI Designer

As an employee of the fintech I:

Sole UX/UI designer of the startup, I optimized service time, and consequently student registration on the educational funding platform through design thinking and service design. I won an award for the project.

ACADEMIC BACKGROUND

PUCRS | 2023 - 2024 | MBA in Entrepreneurship

Ironhack | 2019 | Bootcamp in UX/UI Design

SENAC | 2018 - 2021 | Bachelor's d. in Advertising