

Vanessa Sousa ❖ UX/UI Designer

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UX/UI designer for complex B2B/GovTech systems, with 4+ years in web and mobile products. I work on design systems, user research, and accessibility, from discovery to handoff, and use AI in my design process.

EXPERIENCE

UX/UI Designer • Jun 2025 - Present

Procuradoria Geral do Estado do Ceará (State Attorney General's Office of Ceará)

State Debt Collection Management System (21 modules, ~370 web and mobile screens)

- Sole designer on a team with 1 requirements analyst, 10 developers, and 4 QAs. Responsible for UI, usability, and flows, with business rules defined together with the state attorney and the department coordinator.
- Mapped pain points and workflows with the department coordinator and its public servants, in a system where each access profile sees different features.
- Led the MVP design from discovery to handoff, working with the Angular development team.
- Built the token foundation and Design System from scratch (60 components, most based on PrimeNG and some customized for specific parts of the system). Documented it and handed it off to the development team.

State Debt Collection Submission Portal

- Designed, in under 1 month (delivered by the team in under 2), the portal state agencies use to submit debts for registration, replacing an improvised flow inside an internal case-management portal.
- Redesigned the submission flow into 3 steps, removing unnecessary fields and giving public servants more autonomy to create, track, and correct requests.

UX/UI Designer • Feb 2022 - Mar 2025

Iracema Institute for Research and Innovation

Braille literacy

- Designed an accessible classroom app that connects to braille devices (printer, cell, and board), with activities and tracking of blind students' progress.
- Defined the features based on research with teachers and students at the institute for the blind and on observing the activities they already did in class.

Urban mobility

- Tested the existing walking-navigation app for blind people with 5 users and simplified the interface from ~5 buttons to 3 on the home screen, also defining the gestures and the TalkBack announcements.

Product Designer • Jan 2023 - Nov 2023

Cotabox

- Mapped user pain points in a B2B SaaS using monitoring tools and user research.
- Documented and presented solutions focused on usability and scalability, following and iterating on the design system.

Volunteer • Aug 2026 - Present

UXFor Community

- Lead the Participant Experience workstream for community events.
- Developed, using AI, an interactive photo booth for the event "A Relação Entre Design e Produto" (The Relationship Between Design and Product).

EXPERIENCE (CONTINUED)

Freelancer • 2022 - Present

- UX/UI projects from research to prototype to developer handoff.
- Built design systems and UI kits from scratch, with semantic tokens and dark mode support.
- Graphic design: social media posts, illustrations, and page layout.

SKILLS

Specialties: Design Systems • Digital accessibility (WCAG) • Usability testing • UX Research • Information architecture • User Flows • Developer handoff • SaaS • B2B • GovTech

Other skills: UX Strategy • Wireframing • Prototyping • UI Design • Web Design • Mobile Design • Responsive and cross-platform design • Heuristic evaluation • Interaction design • Prompt Engineering • AI-assisted Design

Design and AI tools: Figma • Figjam • Claude • Lovable • ChatGPT • Figma Make • V0

Analytics and monitoring: Clarity • Datadog • Google Analytics

Technologies: HTML • CSS • JavaScript • Java

EDUCATION

Systems Analysis and Development • Jan 2026 - Jun 2029

Unifor, Undergraduate Degree