



Gabriella Griggio

Product Designer e UX/UI Designer

Passionate about transforming ideas into functional and scalable products and creating intuitive and accessible digital experiences.

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📍 Ubatuba/SP - Brazil
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Languages

English: Intermediate
Spanish: Basic

Tools

- Figma and figjam
- Miro
- Notion
- Trello
- Azure
- Jira
- Maze
- Adobe XD
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Databricks
- Clarity
- Google Analytics
- HTML e CSS

Skills

- Design thinking
- Double Diamont
- Atomic Design
- Agile frameworks
- Scrum and Kanban
- Analytical problem-solving capabilities
- Strategic thinking
- Research methodologies
- Wireframes
- Navigable prototyping
- Motion Design
- Design System
- User testing
- Data analysis
- WCAG accessibility
- Video editing
- Animation

Undergraduate degree

Graphic design bachelor's degree, University Belas Artes de São Paulo, 2008 - 2011

Courses and certificates

- Google UX Designer - Google Careers Certificates - 2025
- User-centered Design - PUCRS - 2025
- Figma (Auto layout components and masks) - Alura - 2024
- Brazilian UX Conference - UXCONFBR - 2023
- HXConf 2022 - Human Experience Design Conference - 2022
- UX for Webdesigners - Udemy - 2022
- Playgame Game Design - SAGA - 2013

Experience

Product Designer - Trinus (2 years e 6 months)

Sonar - SaaS platform for financial feasibility analysis.

- **Performance:** Modernization of the desktop to a web platform. Creation of components for the Design system. Application of usability, NPS, SUS and CSAT tests with a focus on continuous improvements.
- **Result:** 7.5 points in the SUS test in 6 months, proving improvement in usability and accessibility. Increased adoption by 30%, making the product more accessible to the market.

Ocean - Task and document management platform.

- **Performance:** Leadership in discoveries, execution of research methodologies, journey mapping and definition of KPIs with a focus on efficiency and adoption of new features. Alignment between business and development teams, based on data (Clarity, Analytics) and market benchmarks. Design of navigable wireframes and prototypes with accessible and intuitive solutions.
- **Result:** 70% increase in process digitalization in 4 areas, with reduction in delivery time and +30% user retention.

UI/UX Designer - Play2sell (2 years e 8 months)

Play2sell GO - Gamified mobile platform for sales training.

- **Performance:** Complete redesign of the platform with a focus on scalability (white label), creating the information architecture and style guide. Design of wireframes, interactive prototypes and animated elements to improve gameplay and user experience.
- **Result:** Increase in sales conversion, growth in the average number of weekly interactions and retention of 40% of active users.

UI/UX Designer Freelancer - Elas Germany Collective (3 months)

App Elas - Mobile platform of services for immigrant women.

- **Performance:** Creating the app from scratch: information architecture, user journey, navigable prototypes and style guide.