

Bárbara Annitza

B

Product Designer — Research, Design Systems, and complex products

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Manaus, Brazil · Remote preferred; open to hybrid or on-site

SUMMARY

Product Designer with more than 10 years in design: four of them in R&D on complex products and systems, and before that art direction, branding, and cultural production. I work from discovery to delivery, focusing on user research, Design Systems, and close collaboration with engineering. Co-author of three IEEE papers on component libraries and design handoff.

EXPERIENCE

SIDIA Instituto de Ciência e Tecnologia

2022 — 2026

Product Designer · junior to mid-level

- Discovery to delivery on complex R&D products and systems: user research, flows, prototyping, usability testing, specification, and implementation follow-through.
- Design focal point in the progressive migration of a complex interface to Material Design throughout 2025, without pausing product evolution.
- Redesign of an internal tool's profile area with gamification: clickable prototypes, moderated tests, and first-phase launch.
- Design System: documentation, decision governance, Design Review, and Design QA; mentoring and onboarding people in UX/UI.
- Co-authored three papers on component libraries and design handoff; started research on Generative UI.

Bemol

2021 — 2022

Branding Designer

- Developed and applied the brand DNA and brandbook across retail touchpoints.
- Point-of-sale materials, online and offline campaigns, and seasonal events, with results analysis.

Assembleia Legislativa do Amazonas

2019 — 2021

Designer and Art Director

- Visual identity and art direction for institutional communication, including a campaign for Manaus City Hall, working with communications and legal teams.

SKILLS

Product Design
UX Research
Discovery and delivery
Information architecture
Prototyping and usability testing
Design Systems
Design Review and Design QA
Design handoff
Facilitation and mentoring
Art direction and branding

TOOLS

Figma
FigJam
Miro
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
AI prototyping tools

LANGUAGES

Portuguese — native
English — intermediate

EDUCATION

Graduate specialization in
Cultural Management and
Production
Universidade do Estado do
Amazonas (UEA)
In progress

Hype Brazil

2017 — 2019

Designer and Art Director

- Integrated campaigns for local and national brands across TV, outdoor, digital, and print.

Graphic designer and photographer

2014 — 2017

- Graphic design, photography, and social media content; the book “Pessoas”, with portraits and testimonies.

Ateliê 23 Produções Culturais · Projeto Quarta Cultural

2011 — 2014

Executive production

- Schedules, budgets, procurement, accounting, and logistics for stage productions such as Fando & Lis.

PUBLICATIONS

A React Style Guide Library for MUI Web Apps

CHIUXiD 2023 · IEEE

The Easy Design Handoff Plugin and a CI/CD Pipeline for Automated Design Handoff

CHILECON 2023 · IEEE

E2DH: Enhanced Easy Design Handoff

ICIC 2024 · IEEE

Bachelor’s degree in Design

Faculdade FUCAPI

2017

Thesis: VegAM, an app for vegetarian dining in Manaus.

FNDE scholarship holder.

Theatre

Universidade do Estado do Amazonas (UEA)

2012 — 2014

COURSES

Business Data Analysis

Digital Product Design (Bemol Digital)