

Natalia Amorim

UX/UI & Service Designer

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[Portfolio](#)

[LinkedIn](#)

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CAREER PROFILE

I bring a tangible drive and unstoppable energy to address challenges and create strong, profitable products/services. A relentless advocate for Human-Centered Design, dedicated to serving people and enterprises.

SKILLS

Business analysis
Stakeholder interviews
Heuristic evaluation
User interviews
Surveys
Affinity maps
Archetype/persona creation
Journey mapping
Service blueprinting
Collaborative design
Wireframing
Prototyping
Usability testing
Strategy development
Client communication & collaboration

TOOLS

Jira
Figma
Miro
Trello
Notion

EDUCATION

[UX Design Immersive Bootcamp](#)
General Assembly | Sydney, Australia

[The Ultimate Figma Masterclass](#)
The Designership | Sydney, Australia

UX Unicorn

LANGUAGES

Portuguese
Spanish
English

UX/UI & SERVICE DESIGN SELECTED PROJECTS

Nov 2023 – Present | Toronto, Canada (remotely)

UX/UI Designer and Service Strategist at Sacred Logos

Sacred is a Web3 start-up aiming to develop a digital forum to help communities discuss and decide crucial topics and make their business thrive:

- **User Research & Synthesis:** Conducted user interviews and online surveys to identify user needs and ensure market fit resulting in two profitable products.
- **Stakeholder & Design Alignment:** Collaborated closely with the team, especially the tech department, applying Lean UX methodologies to develop feasible design solutions and enable effective implementation.
- **Figma Hi-Fi Prototyping & User Testing:** Designed and refined high-fidelity prototypes for mobile and desktop, incorporating user feedback throughout the iterative design process.
- **Business Planning & Service Design:** Developed a comprehensive business plan and service design strategy to clarify the vision and set actionable goals, ensuring optimal user experiences.
- **Workshop Facilitation:** Delivered workshops to present UX designs, services, and methodologies, fostering team alignment and clarity around project objectives.

May 2022 | Sydney, Australia

UX/Service Designer Reach Foundation- Empowering Youth Facilitators

Reach empowers young facilitators to create self-development workshops for Australian youth. The ambitious goal is to conduct 1,000 workshops, reaching 50,000 young lives. To achieve this, the focus is on optimising our facilitator training and development by performing:

- **User Interviews** to delve into the facilitators' experiences by gaining a deep understanding of their journeys.
- **Affinity Map:** to distil key insights and identify the pivotal challenges they face.
- **Journey Map** to visualise the critical stages of their process helps us comprehend their experiences holistically.
- **Service Blueprint** to dissect the journey, we identify touchpoints illuminating our current delivery mechanisms.

OTHER EXPERIENCE

[Jewellery Designer](#) | [Silversmith](#) | [Service Designer](#)

Wild Wire Jewellery | Sydney, Australia

As a Jewellery Designer, I combine artistic expression with strategic vision, specialising in human-centred design and customer journeys to align individual needs with business goals.