



Aline Alves

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Experience

- 10/2022 - currently** Amazon
Senior UX/Product Designer
Currently I'm working on an employee engagement product largely used on fulfilment centers around the world. I also designed a 1:1 tool from ideation to launch.
- 01/2022 - 10/2022** JustEatTakeaway.com
Team Lead UX
Led a team and did Design discovery to create a design strategy for the Restaurant enablement pillar, working with teams in Europe and Canada.
- 09/2019 - 01/2022** TD Bank Canada, Toronto
Product UX Team Lead
Led a team and designed features for TD mobile app.
- 09/2016 - 09/2019**
User Experience Lead - Mobile
Designed tactical and strategic products, including a bill pay app and a chatbot feature.
- 03/2013 - 08/2016** CIBC, Toronto
User Experience Lead Designer
Led the design of various features of the CIBC banking app, enabling self-service on mobile.
- 10/2008 - 02/2012** Nokia, Montreal
User Experience Lead Designer
Led the design of native messaging applications for the S40 platform (Ovi Messenger). Collaborated with teams in the U.S. and Finland.
- 09/2006 - 02/2008** Motorola, São Paulo, Brazil
User Experience Lead Designer
Led the design of several mobile multimedia applications customized for Latam audience.
- 01/2003 - 09/2006** Nextel Latin America, São Paulo, Brazil
User Interface Designer
Designed the UI of a Web tool for fulfilment of Nextel devices, decreasing customer support waiting time.

Education

- 2005-2006** **Postgraduate in Hypermedia Design**
Anhembi-Morumbi University, São Paulo, Brazil
- 2000-2002** **Master's in Computer Science**
Federal University of Santa Catarina, Florianópolis, Brazil
- 1996-1999** **Bachelor in Computer Science**
Federal University of Santa Catarina, Brazil

Awards and Recognitions

- 2019** My project Bill Pay was nominated to patent at TD Bank. Filed: Systems and Methods for allocation shared resources - 16/254,738 - January 23, 2019
- 2016** My project Digital Account Open, at CIBC, won an innovation Fintech award, allowing customer's to open a bank account 100% on mobile.
- 2008** MotoID, a music recognition app I designed for Motorola, won the IDEA Brazil Gold Medal in the category Interface Design.
- 2006** I won the award **Interaction Design Project of the Year** at University Anhembi-Morumbi, Brazil. My project was to adapt a famous brazilian play to a Web experience.

Skills

Figma/Sketch
Prototyping & Wireframing
Quantitative Research
User Testing
User Experience Maps
Illustrations