

# YASMIN TORRES

Staff Product Designer

## CONTACT

-  [/yasmingtorres](#)
-  [yasmintorres.design](#)
-  Porto, Portugal
-  [yghazzaoui@gmail.com](mailto:yghazzaoui@gmail.com)
-  +351 912 484 652

## EDUCATION

-  [University of São Paulo \(Brazil\)](#)
  - Design Bachelor's Degree (2011-2017)
-  [Product Arena \(Brazil\)](#)
  - Product metrics (2020)
  - UX Research (2019)
-  [Product School \(Brazil\)](#)
  - How to Build Digital Products (2020)
-  [Echos Innovation Lab \(Australia\)](#)
  - Design Thinking Experience (2018)




## SOFT SKILLS

- Collaboration
- Problem solving
- Active listening
- Strategic approach
- Ownership mentality
- Holistic mindset
- Proactivity

## BACKGROUND

- Product Design
- User Experience
- User Interface
- Research
- Service Design
- Usability Tests
- Prototyping
- Design System
- Mentoring and Leading

## LANGUAGES

-  Portuguese (native)
-  English (proficient)
-  French (beginner)

## ABOUT

I've worked as a designer for +10 years and as a Digital Product Designer for +7 years. I'm very comfortable in working with the end-to-end process (from early-Discovery to post-Delivery).

My areas of interest are strategic and service design combined with product and UX/UI skills. I'm always excited for new challenges, where I can grow and contribute to a better experience. I truly believe in the potential and the power of multidisciplinary projects. I work based on the principles of Human Centred Design combined with my Design generalist background.

## WORK EXPERIENCE

### Wellhub - formerly Gympass (Portugal)

#### ● PRODUCT DESIGNER (STAFF/LEAD) (JAN 2023 - PRESENT)

[TLTR] In +5 years at Wellhub, I've so far: led the design of Value Management back-office platform from scratch, created a new Email Design System and improved conversion rates, contributed with the end-user app retention journeys and margin increase (pause, cancel and purchase flows), conducted A/B tests for purchase flow, designed the first version of a scalable Checkout for Clients and End-users for new purchases and payment method management, monitored and improved Design Consistency across platforms, designed the complete transactional notifications journey (+UXW), among other projects.

- Leads end-to-end design process (from early discovery to post-delivery) with high complexity business rules and whole products journeys, considering multiple use cases for external and internal users products/platforms (web and mobile). Runs several product discoveries for high-complex initiatives and works until the handoff and monitoring;
- Defines roadmap for the Design team and together with the business needs and technical requirements, proposes the best solution to be designed according to resources, time and company wide OKRs definitions; Strategically proposes design processes and solutions, backing up the decisions based on data, metrics and solid research.
- Interacts, collaborates and builds impact within my current teams and other Focus Areas (tribes) and also among other external teams (Marketing, Value Management, CX, Commercial team, etc.)
- In April 2023, started managing one person in my team (+ was an interim manager for 2 more senior designers in a maternity leave for 6 months). Constantly mentoring more junior/mid-level people in the company. Actively participates in hiring new designers, including improving the current processes.
- Monitors product and usability metrics to keep product evolving after launching new releases or features;
- Pairs with Product Manager, Tech-leads, Backend and Frontend engineers to foster a collaborative environment and gather multiple insights from different areas to projects. Also constantly pair with other Designers, UX Writers, Researches, peers.
- Presents to large audiences and run "Product and Design Reviews" for stakeholders in higher grades and to the CTO, to approve, get feedback and discuss design and product definitions.
- + All the competencies required for previous Design grades

#### ● SENIOR PRODUCT DESIGNER (JAN 2021 - DEC 2022)

#### ● PRODUCT DESIGNER (MID-LEVEL) (SEP 2019 - DEC 2020)

### UX/UI DESIGNER (FEB 2018 - SEPT 2019)

#### Eólica Branding and Innovation (Brazil)

Responsible for designing digital interface for multiple projects. Worked with strategic research (desk research, interviews, benchmark, etc.), information architecture, wireframes, prototyping, interface layout for mobile and web browser, and user testing. I had daily dialogue with developers and project managers for handoff and iteration. Also worked closely with writers and researches.

### DESIGNER (2015-2017)

#### Umcomum Design (Brazil)

Design of apps and websites, visual identity and service design. Active participation in strategic research processes for the development of high-complex projects for social impact companies and NGOs. Direct contact with users/customers and final deliveries.

### DESIGNER (2014-2017)

#### Extension project for Human Anatomy Museum, University of São Paulo (Brazil)

Design of signage, ambiance, expography, furniture, visual identity and service design for the restructure of the Museum. Actively worked on strategic research, prototyping, and execution. Worked alongside a multidisciplinary team: 4 undergraduate Design students from FAU-USP, several postgraduate students from the Biomedical Sciences Institute, in collaboration with the head of communication and the museum director.