

Milena Caldas | UX/UI Design & Product Design

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Professional Summary

UX/UI Designer with a background in Graphic Design and 3 years of experience in User Experience, Design Thinking, and Interface Design. Strong proficiency in Figma, Adobe Creative Suite, and user-centered design methodologies. Experience working in collaborative marketing and technology environments, delivering results-oriented digital and visual solutions. Participation in multidisciplinary projects involving research, prototyping, usability testing, and design systems, with international recognition through awards such as the Apple Swift Student Challenge.

Languages: Portuguese (Native), English (Fluent), Spanish (Intermediate), Italian (Basic)

Áreas de Especialização

UX & Product Skills | User Research, Usability Testing, Personas, User Journey Mapping, Storyboarding, Heuristic Evaluation, Wireframing, Prototyping (low, mid, and high fidelity), Design Systems, Style Guides, Accessibility, Design Thinking, Human-Centered Design (HCD), Lean UX, Agile/Scrum.

Technical Skills | Figma, FigJam, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom), Miro, Notion, Trello, Microsoft Teams, Microsoft Office, Procreate, Blender.

AI Applied to Design | Use of AI for exploratory research and benchmarking, qualitative data synthesis (interviews, feedback, and surveys), organization of user flows and journeys, support for product documentation, ideation, and solution validation.

Professional Experience

Graphic Designer, Hospital Pequeno Príncipe | 2025 - Present

- Created landing pages and marketing materials, aligning graphic design with UX principles.
- Developed visual assets for events and internal campaigns, ensuring consistency with institutional branding.
- Collaborated within multidisciplinary teams, supporting high-volume deliveries with organized workflows and focus on diverse audience experiences.

Product Designer & Graphic Designer Freelancer | 2019 - Present

- Developed wireframes, prototypes, and user journeys for websites and applications.
- Designed and executed interfaces focused on usability and visual consistency.
- Created digital and print graphic projects, including international campaigns.
- Achieved measurable results, such as significant growth in video channel views through strategic design decisions.

UX/UI Designer, Apple Developer Academy | 2021 - 2022

- Designed navigation flows and low- to high-fidelity prototypes for iOS applications.
- Applied the Apple Human Interface Guidelines (HIG) in interface design.
- Executed usability testing to validate hypotheses and implement improvements.
- Contributed to the development and maintenance of design systems.

Designer, Sollemne Papelaria | 2023 - 2024

- Prototyped and designed custom packaging and stationery products.
- Created personalized stationery for brand communication and commercial events.
- Responsible for end-to-end packaging design, managing all project stages with attention to client

expectations.

- Managed supplier and materials, including inventory organization and production workflow coordination.

Education

- Postgraduate Program in User Experience Design and Beyond, PUCRS | 2025 - 2026
- Bachelor's Degree in Graphic Design, UFPR - Federal University of Paraná | 2019 - 2023
- Apple Developer Academy, PUCPR - Pontifical Catholic University of Paraná | 2021 - 2022

Awards

- **Winner** of Apple's WWDC21 Swift Student Challenge, 2021
- **Finalist**, Bornancini Design Award, 2020

Additional Experience

- Design Intern, IPPUC - Institute of Urban Planning and Research of Curitiba | 2023
- Designer & Negotiation Advisor, Junior Design | 2019

Soft Skills | Clear communication, cross-functional collaboration, critical thinking, problem solving, organization and time management, adaptability, openness to feedback, user-centered mindset.