

About me

- UX | UI Product Designer Specialist with 26+ years of experience in design and 12+ years in IT;
- Extensive background in SaaS and ERP platforms, with 6+ years focused on healthcare and clinical systems;
- Solid foundation in Waterfall methodologies, ensuring rigor in documentation, governance, and delivery discipline;
- Proven experience operating in Agile environments since 2019, driving alignment, speed, and execution.
- Active contributor and leader in agile initiatives focused on accelerating decision-making and delivery;
- Strong track record in POCs and early-stage validation to de-risk product and investment decisions;
- Advocate of a “Test Early, Learn Fast” approach to optimize resource utilization and strategic direction;
- End-to-end ownership of design for complex, regulated, and data-intensive platforms; Deep expertise in translating clinical, technical, and business requirements into scalable solutions;
- Consistent focus on usability, patient safety, compliance, and operational efficiency;
- Key contributor to critical care and clinical information systems at Philips in global environments;
- Recognized for navigating ambiguity and aligning multidisciplinary stakeholders;
- Combines hands-on execution with strategic thinking to deliver compliant, impactful, and user-centered products;

Professional Experience

● Aug 2022 - Current | Philips | UX Designer Specialist

- Contribute to and lead end-to-end UX | UI and product design initiatives for complex, regulated healthcare SaaS platforms used in critical care and clinical environments.
- Partner closely with product management, engineering, and clinical stakeholders to design workflows that support patient safety, regulatory compliance, and operational efficiency.
- Drive discovery, validation, and delivery of user-centered UI solutions, translating clinical, technical, and business requirements into scalable digital experiences.
- Lead the creation of proof-of-concepts UI and interactive prototypes to validate assumptions, collect early feedback, and de-risk development investments.
- Support agile delivery through continuous collaboration with cross-functional teams, improving alignment, prioritization, and execution speed.
- Develop and maintain reusable design assets, guidelines, and templates to improve consistency, reduce rework, and accelerate delivery across teams.
- Advocate for evidence-based design decisions grounded in user research, usability testing, regulatory standards, and product strategy.
- Take ownership of complex design challenges, ensuring timely delivery of high-impact features in high-responsibility environments.
- Continuously improve design processes through Lean and Agile practices, advanced Figma workflows, and structured documentation.

● Nov 2020 - Aug 2022 | Hero99 @ Philips | UX Designer Consultant

- Started working at Philips as a consultant and transitioned into a full-time employee.

● Feb 2019 - Nov 2020 | ExxonMobil | UX Researcher/Designer Senior

- Research based on customer needs effectiveness to increase the domain knowledge, and also provides meaningful and innovative solutions;
- Contextual analyses to identify a relevant understanding of the business area (domain, business, market, emerging contexts, related trends, etc.), define and articulate relevant insights;
- Articulate relevant and meaningful service proposals;
- Collaboratively develop service workflows to integrate user needs analyses, journeys, multiple touchpoints, and back-end service to provide the quality of the systems, processes, and resources.
- Build UI prototypes that communicate ideas clearly and persuasively to the Business and End-user purposes;
- Collaborate with business partners, interaction designers, product designers, and communication designers to the design systems and processes, to manage and deliver human-centric services;
- Collaborate with team members and suppliers through the most appropriate communication/influencing style;
- Build relationships and appropriately influence relevant internal teams and direct business contacts to adopt a human-centric approach to discover, frame, ideate, build and deliver the best UX | UI guidelines for products;
- Develop relationships with stakeholders to build a trustful network and then achieve short-term and long-term goals.

● Jul/2014 - Jun/2019 | AUSLAND | Software Designer Senior

● 2011 - 2014 | Student exchange program | Designer Freelancer

● 2010 - 2011 | SCHULTZ GROUP | Creative designer

● 2008 - 2009 | UNINTER GROUP / IBPEX | Designer / Video editor

● 2007 - 2008 | VOLVO TRUCKS | Product Support Assistant

- More about experience information is in my LinkedIn page.



Personal Information

Tatiane Vieira Ramos - Brazilian

Curitiba - Paraná - Brazil

(Available to RemoteWork)

Academic Courses

- **2021/2022 - MBA Proj Mgt**
University Anhembi Morumbi (SP/BR)
- **2001/2005 - Bachelor Degree Industrial Design - Visual Prog**
University Positivo (CWB/BR)
- **1998/2001 - Tec in Advertisement**
Collegue OPET (CWB/BR)

Specialization courses

- **2017 - Experience Design**
Aldeia Coworking (CWB/BR)
- **2015 - UX WEEKEND**
Mergo User Experience (CWB/BR)
- **2014 - Usability for web systems**
CITS (CWB/BR)
- **2012 - 2013 - Diplom of Marketing**
APC (Sydney/AU)
- **2011 - 2012 - Diplom of Web Development**
Kent Institute (Sydney/AU)
- **2010 - 2011 - Advanced English**
Navitas English School (Sydney/AU)

Top Skills

Research

- Design Thinking • Co-create Process
- Card sorting • Contextual inquiry
- Cognitive walkthrough • Interviews
- Usability test • Empathy map
- Affinity map • Heuristic evaluation
- Benchmarking • Market research
- Surveys • Workshop moderating

Design

- Design System • Icons • Workflows
- Journey Maps • Personas • Use-cases
- Interaction Design • Sketch/Wireframe
- Prototype • Branding • Presentation

Softwares & Tools

- Adobe CC • Sketch • Figma • Azure • Jira
- HTML • CSS • Bootstrap • GitHub • MIRO
- Mural • VS • Invision • MarvelApp

Language

Portuguese _____ Native

English _____ Fluent

Spanish _____ Basic