



Aline Alves

Product Designer

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+ 1 647 224 3515 (Canada)

www.aline-alves.com

Recent work experience

10/2022 - currently

Amazon, Toronto

Senior UX/UI Designer

Designing Amazon's internal tools, impacting over 1.5 million employees and managers globally. This role encompasses User Experience, Visual Design, Motion Design, and Research, with ownership of end-to-end product experiences. **Project highlights:**

Product: Shout-Outs, a Rewards and Recognition platform

- Own the end-to-end UX/Visual Design for Shout-Outs, the internal recognition tool utilized by over 1.5 million employees and managers.
- The product drives job satisfaction and retention, demonstrating clear business results:
 - A 4-month pilot across 20 Amazon sites showed a 204-basis point reduction in voluntary attrition, yielding an approximate \$1.8 million cost saving.
 - Extrapolating this retention improvement across all operations estimates an annual cost saving of \$59 million.
 - Employee sentiment improved by 1.9%, correlating with employees feeling more valued and recognized.

Product: Engage for Corporate and Operations, a Manager/Employee Conversation platform

- Led the design of a 1:1 experience that was subsequently merged into two standard Amazon products: Thrive and Growth Conversations.
- The resulting foundational design is used by all Operations and Corporate employees to track and manage career goals and improve manager effectiveness.

Product: Connections, a Global Internal Survey platform

- Redesigned the internal survey interface, focusing on UX optimizations to improve user outcomes, including visual design experiments aimed at measuring and increasing employee engagement.
- Implemented a new error-handling system that resulted in a 94% success rate in users recovering their content.

Current Focus

- Defining the product vision for rewards and recognition(Shout-Outs)
- Designing new features for the intranet AI assistant (Chatbot AZA).

01/2022- 09/2022

SkipTheDishes (JustEatTakeaway.com), Toronto

Product/UX Design

I led a Design Discovery project focused on optimizing the Restaurant Onboarding process, collaborating closely with a dedicated researcher. This initiative aimed to pinpoint the root causes of prolonged restaurant activation times within the Skip network and high sign-up drop-off rates on the website. As a key deliverable, I produced a detailed service blueprint outlining departmental processes and critical customer pain points. This blueprint was presented to leadership and subsequently used to improve efficiency across multiple restaurant fulfillment departments. Additionally, I delivered a recommended redesign of the restaurant sign-up webpage.

Education

2005-2006

Interactive Media Design

Post graduation

Anhembi-Morumbi University,
São Paulo, Brazil

*Nominated best user experience design project of the year.

2000-2002

Computer Science

Master's degree

Federal University of Santa
Catarina, Brazil

1996-1999

Computer Science

Bachelor degree

Federal University of Santa
Catarina, Brazil

Awards

TD bank patent

My work on the Bill Pay project resulted in a granted patent for "Systems and Methods for allocating shared resources." (Patent Number: US 10,873,542 B2, Dec. 22, 2020).

CIBC Fintech

I led the Digital Account Open project, which won a Fintech award for enabling customers to complete a bank account opening entirely on a mobile device.

Motorola - Idea Brazil

My design work on MotoID, a music recognition app for Motorola, was awarded the IDEA Brazil Gold Medal in the Interface Design category.





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Past work experience

09/2016 **TD Bank, Toronto**
01/2022 **Team Lead, Product/UX Design**

As designer and team lead, I was responsible for key features within the TD Mobile Banking App, driving a strategic effort to enhance self-service capabilities for an active user base of 10+ million customers at the time. The success of my team's work was validated by App Annie, which ranked the TD Mobile Banking App first in the Canadian market for customer adoption, engagement, and downloads in 2021. My work on the Bill Pay project resulted in a granted patent.

03/2013 **CIBC, Toronto**
08/2016 **Sr. User Experience Designer**

I led the design of key features for the CIBC banking app, strategically enabling self-service at scale, including the implementation of the mobile account opening capability.

09/2008 **Nokia, Montreal**
02/2012 **User Experience - Lead Designer**
I led the design of native messaging applications, including Ovi Messenger, for the widely adopted S40 platform. Additionally, I developed concepts for small-group social networking experiences.

09/2006 **Motorola, São Paulo**
02/2008 **User Experience - Lead Designer**
I designed several mobile applications customized for Latin American users, featuring functionality such as remote camera control, sports content, and music apps. The MotoID music recognition app received the IDEA Brazil Gold Medal for Interface Design.

01/2003 **Nextel, São Paulo**
09/2006 **User Experience Designer**
Created the UX design for a web tool used in customer device fulfillment, which reduced customer service wait times. The design's efficiency led to its continuous adoption as the call center's standard operational tool for 10 years.

Skills

UX Design
Product Design
Motion Design
Research
Prototyping
Illustrations
Design Thinking
Figma
Adobe After Effects
Adobe Creative Suite
Agile

Languages

English
Portuguese

Hobbies

Illustrations
Painting

