



Aline Alves

Product Designer

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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 with AI (Shout-Outs)
- Designing new features for the intranet AI assistant (Chatbot AZA).

09/2016 - 01/2022

TD Bank, Toronto

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.

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

- 03/2013
08/2016

CIBC, Toronto

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
02/2012

Nokia, Montreal

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
02/2008

Motorola, São Paulo

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
09/2006

Nextel, São Paulo

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