



Aline Alves

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Work experience

10/2022 - currently

Amazon, Toronto

Senior UX/UI Designer

Currently designing multiple products for employees and managers. My work spans User Experience, Visual, Motion Design and Research. I have made significant contributions to several key products.

Engage Corporate/Ops: Led the design of a new 1:1 experience that was so successful it was later merged into two standard Amazon products: Thrive and Growth Conversations, the latter now used by all employees to track career goals.

Shout-Outs: Enhanced this global recognition tool, which is used by over 1 million employees. Their work has been linked to a 1.3% increase in job satisfaction among corporate employees, resulting in an estimated \$11.5 million in cost savings. Currently creating an AI experience for rewards and recognition.

Connections: Redesigned the survey interface and launched successful UX experiments. One experiment improved error handling and led to a 94% success rate in users recovering their content, while another is currently testing new visual designs to measure engagement.

09/2016 **TD Bank Canada, Toronto**

01/2022 **Team Lead, Product/UX**

Led a team and designed features for TD mobile app everyday banking, including tactical and strategic projects for a customer base of over 10 million users.

03/2013 **CIBC, Toronto**

08/2016 **Sr. User Experience Designer**

Led the design of various features of the CIBC banking app, enabling self-service on mobile.

10/2008 **Nokia, Montreal**

02/2012 **User Experience Lead Designer**

Led the design of native messaging applications for the S40 platform (Ovi Messenger).

01/2003 **Motorola, São Paulo**

09/2006 **User Experience Designer**

Designed several mobile applications for audiences in Latin America.

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

Master's degree in Computer Science

Federal University of Santa Catarina, Brazil

1996-1999

Bachelor degree in Computer Science

Federal University of Santa Catarina, Brazil

Achievements

TD bank

My project for TD (Bill Pay) had a **patent granted**. Systems and Methods for allocation shared resources 16/254,738 - January 23, 2019

CIBC

My project Digital Account Open, won an innovation **Fintech award**, allowing customer's to open a bank account 100% on mobile.

Motorola

MotoID, a music recognition app I designed for Motorola, won the **IDEA Brazil Gold Medal** in the category Interface Design.

Hobbies

Illustrations for children's books and textiles.