

# Patricia M. Nakamura

I thrive on connecting with people, bringing along my design and immigrant background to provide better experiences for customers

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**Portfolio:** [patriciamachado-ux.com](https://www.patriciamachado-ux.com) | [LinkedIn](#)

## WORK EXPERIENCE

### UX Designer - WSECU

JUN 2023 - CURRENT

- Improving the new account creation journey through data and user feedback

### Product Designer - REI (Recreational Equipment Inc.)

MAY 2022 - JAN 2023

- Conducted user research with employees to map their journeys and pain points
- Wrote clear and concise reports and adapted the Salesforce product interface to increase employee productivity

### UX Designer - BV Bank

AUG 2021 - DEC 2021

- Redesigned the product's online credit simulation for vehicle loans, resulting in 37% more credit requests

### Product Designer - Pontte

SEP 2020 - APR 2021

- Mediated workshops to create the release campaign
- Redesigned the home loan product, leading to an 81% increase in new users

### UX Designer - Itaú Unibanco

NOV 2019 - AUG 2020

- Applied user research and data collection, enabling B2B clients to gather insights.
- Redesigned the chargeback flow, providing information about rates on customers' bank statements for millions of users.

### Product Designer - Apple Developer Academy

FEB 2018 - DEC 2019

- Designed end-to-end IOS app experiences, from ideation to release.
- Conducted Agile ceremonies and management of the backlog

## SKILLS

Journey mapping, Wireframing, Usability Testing, Prototyping, User Interviews, Persona Process Flows, Service Design, Lean UI, UX, UX writing, communication

### Design Tools and Technology

Figma, Sketch, Miro, Mural, Office

## EDUCATION

### Certificate, Digital Business Management - 2021

FGV - Brazil

### Bachelor in Digital Design - 2020

Minor in Human-Computer Interaction  
SENAC - Brazil

## LANGUAGES

English

Brazilian Portuguese (native)