Clara Brandão

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UX designer with experience designing high-impact products for energy, fintech, and entertainment. Skilled in user research, design systems, accessibility, and cross-functional collaboration. Designed enterprise-critical interfaces used by **5,000+ operators**, improved **WCAG accessibility by 15%**, and contributed to products used by **30M+ users**. Passionate about scalable systems, intuitive interaction models, and data-informed design decisions.

EDUCATION

Parsons School of Design, The New School (New York, NY), expected 2027
Master of Fine Arts, Design and Technology

Rio de Janeiro State University (Universidade do Estado do Rio de Janeiro, Brazil), 2023
Bachelor's degree, Design
Achievements: UX development of a platform for archiving musical theatre memory in Brazil.

TEACHING EXPERIENCE

Cidadão Pró-Mundo (Brazil), 2024 - present
English Teacher (Volunteer)
Volunteer teacher for the NGO Cidadão Pró-Mundo, which provides free English classes for students from marginalized communities in Brazil. Private tutoring and regularly checking in with students.

PROFESSIONAL EXPERIENCE

Parsons School of Design, The New School (New York, NY), 2026
Research Assistant for Professor Katherine Moriwaki.
- Systematized and cataloged research projects and portfolios for Professor Katherine Moriwaki, increasing discoverability, reuse, and long-term accessibility of academic work.
- Helped designers apply ethical AI principles in real workflows, supporting more responsible and informed use of AI in design practice through research and the co-development of practical toolkit.

Deloitte (Brazil - remote), 2025
Staff UX Designer for SAGE, Eletrobras's national power-grid control software
Provided research-driven UX to enterprise technology products used across large-scale client systems.
- Modernized the interface of a mission-critical system used by **5,000+ operators daily**.
- Collaborated with **10+ engineers** to rework **100+ screens and workflows** for safety-sensitive operations, to ensure technical feasibility and system reliability.
- Conducted **40+ interviews** and **20+ usability tests**, driving changes that increased CSAT by **60%** from baseline to final testing.
- Improved clarity and error prevention for real-time monitoring, enabling more efficient operator decision-making at national scale.

Cielo S.A. (Brazil - remote), 2023 – 2024
Junior UX designer in Brazil's leading digital payments company
Simplified complex fintech workflows through scalable, research-driven UX design.
- Designed UI components and prototypes for payment devices that process **billions in annual transactions** for **millions of merchants**;
- Improved accessibility across core products, increased WCAG alignment by **15%**
- Helped restructure design workflows, contributing to an **80% improvement in internal CSAT** among product and engineering partners.
- Supported enhancements to a **150+ component design system**, reducing design duplication and improving cross-team consistency.

Rede Globo (Rio de Janeiro - remoto), 2020 – 2022
Jr. UX designer at Brazil's leading broadcasting company
Supported UX research, user interface development and internal product design initiatives.
- Improved accessibility features for **Globoplay (30M+ users)**, contributing to a **15% NPS increase**.
- Participated in usability tests across **10+ streaming platform features**, improving navigation and content discovery.
- Assisted in UX for company-wide security campaigns reaching **10k+ internal users**.

Touché Entretenimento (Brazil), 2021 – present
Visual designer and social media for musical theatre productions
Created high-performing visual content and social campaigns for large-scale musical theatre productions reaching viral engagement.
- Designed **200+ visual assets** generating **100,000+ organic engagements** across major productions.
- Contributed to *Beetlejuice – O Musical*, the **highest-grossing show in Rio de Janeiro history**, through high-performing fan engagement design.
- Improved event experiences for audiences of **300–1,500+ per night**, supporting brand loyalty and engagement.

SKILLS

UX & Research: User Research, Usability Testing, Journey Mapping, IA, Interaction Design, Accessibility (WCAG)
Tools: Figma, FigJam, Adobe Creative Suite, Mural, Design Systems
Technical: Prototyping, Accessibility, Systems Thinking, AI-Assisted Research, Creative coding
Collaboration: Cross-Functional Workflows, Product Communication, Process Improvement