

Mayra Vendramim

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Product designer with 10 years of experience

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about me

I'm a user experience professional enthusiastic about using technology as a transformative force to improve day-to-day life. For the last ten years, I've worked with big companies, scale-ups, and start-ups to build user-centred digital products for diverse problems and user personas. More recently, I've been working in projects related to tourism, artificial intelligence, content personalisation, and design systems.

professional experience

Senior Product Designer @ Booking.com

(Amsterdam, February 2024 - Current)

I lead the user experience for one of the most visited pages on the main funnel, ensuring it meets both traveller and business needs. Key contributions include:

Personalisation vision: Proposed a long-term design strategy to help users find relevant hotel information through personalised content blocks informed by their needs.

Information architecture: Led cross-platform IA initiative on one of the most visited pages, defined guidelines, Figma templates, stakeholder alignment, and delivery strategy.

Experimentation design: At data-driven Booking.com, we validate changes through A/B testing. For every long-term vision or strategic initiative I proposed, I ensured it was experiment-ready, with clear hypotheses and success metrics.

User Experience Designer @ Booking.com

(Amsterdam, November 2017 - February 2024)

Booking.com apps: Mapped the journey of app-only users, highlighting the gaps in the experience of these customers to define a product roadmap.

Guest messaging: Designed and launched a chat for guests to communicate with their booked properties, decreasing customer service tickets.

Responsible AI: As the UX representative at the Responsible AI committee, I mapped the struggles of UXers working with AI and contributed to launching our ethical principles.

User Experience Analyst @ 99App

(São Paulo, October 2016 - October 2017)

99 is Brazil's biggest mobility company and first unicorn. Some highlights of my work there:

Passenger app: I led the redesign of the in-ride flow that clarified the stage of a ride and decreased cancellations. Also simplified the onboarding flow, decreasing the time to sign-up.

Ownership transition: The Chinese company DiDi acquired 99 and planned to unify their apps. During this transition, I planned in car user testing sessions to understand the Chinese app's performance for Brazilian users. This work impacted the localization process.

UX Designer @ HE:labs

(Remote, October 2015 - October 2016)

UI Designer Intern @ Agivis

(Curitiba, November 2014 - August 2015)

education

Graphic Design Associate - Technological University of Parana (2010 - 2015)

Exchange program in Interaction Design and Game Development with focus on Game Design - Savannah College of Arts & Design (granted by a Brazilian government merit based government) (2014)

Exchange program in Design - State University of New York (granted by a Brazilian government merit based scholarship) (2013)

additional training:

Designs of the Oppressed - Technological University of Parana (2021)

Artificial Intelligence Summer Course - St. Petersburg Polytechnic University (2020)

Empathy & Impact Mapping for Human Technology - Euro IA

Presenting With Confidence - Mule Design

languages

English - Fluent (C2)

Portuguese - Native

Dutch - Intermediate (A2 / B1)