

Mayra Gabriela Lino Vendramim

mayravendramim.com

Hi! I'm a user experience designer, and in the last six years, I've been designing digital products for big companies, scale-ups, and start-ups. Currently, I'm living in the Netherlands and helping to build the messaging experience on Booking.com.

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PROFESSIONAL

UX designer for mobile apps at [Booking.com](#)

(November 2017 - Current)

I'm part of the team that builds the messaging experience for Booking.com guests. That includes not only the chat interfaces used by millions of users, but also other tools that automate communication between guests, properties, and customer support agents.

I also had the chance to work in two other areas. One was Booking Home, working to bring clarity and highlight the unique selling points of the Booking.com properties that are not hotels. The other one was Pulse, the app for property partners, where I had a chance to understand the world of guest reviews and use some machine learning to enhance our partners' experience.

UX designer for mobile apps at [99](#)

(October 2016 - November 2017)

99 is the biggest Brazilian mobility company and has a broad array of products. When I joined, its primary focus was competing with Uber with a fleet of private and taxi drivers. It had passenger apps for Android and iOS, an Android app for its drivers, and a web app for its corporate clients. As the second UX designer to join the company, I touched all of these interfaces but dedicated most of my time there working on the passenger apps team. In those days, we had 150k rides per day and more than a million monthly active users. I was the only designer on this team for a while and dealt with challenges spread throughout the whole journey—from onboarding to trip review.

UX/UI Designer at [HE:labs](#)

(October 2015 - October 2016).

UI designer at [Agivis](#)

(November 2014 - August 2015)

ACADEMICS

SCAD - The University for Creative Careers

Savannah, GA - US (September 2014 - November 2014)

▪ Visiting Student - Interactive Design and Game Development Department

State University of New York at New Paltz

New Paltz, NY - US (August 2013 - August 2014)

▪ Visiting Student - Graphic Design Department

UTFPR - Graphic Design Major

Curitiba, PR (August 2010 - December 2015)

SKILLS

- Interaction design
- User research
- Planning and facilitation of ideation sessions for small groups
- Visual design
- A/B test planning

TOOLS

- Figma
- Sketch App
- Usertesting.com
- Principle
- Pen, paper, and post-its :)