

Hellen Walder

UX Designer / Product Designer / Web Designer / Design Engineer

São Paulo, Brazil

I start with the problem, not the layout. UX designer since 2020, I've worked with everyone from startups to large companies, from banking apps to data platforms and websites that convert. I use AI where it helps my process, always with my judgment first.

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LINKEDIN
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Experience

- **UX Designer**
  ITX Corp.
  Mar 2025 – Present · Rochester, New York, USA · Remote

  Designed platform-agnostic UX for Heartland School Solutions' K-12 Payments and Nutrition products, on desktop and mobile.

  Partnering with the Data & AI team at Paychex (benefits, HR and payroll leader) to improve data visualization, custom reporting and AI-powered insights for their clients.

  Working remotely with an international, multicultural team, where cultural exchange shapes how I design for people in different contexts.

- **Product Designer**
  BRQ Digital Solutions
  Aug 2021 – Mar 2025 · São Paulo, Brazil · Remote

  Allocated at Itaú Unibanco, the biggest bank in Latin America. Worked across the investments, payments and sales teams, and for a while in the Banco BV Shopping squad (e-commerce within a banking scenario).

- **Product Designer**
  Gaudium
  Oct 2020 – Aug 2021 · Rio de Janeiro, Brazil · Remote

  Startup focused on facilitating urban mobility in smaller Brazilian cities. Designed web and mobile products, with experiences based mostly on interviews with clients.

- **UI/UX Designer**
  naPista
  Jun 2020 – Oct 2020

- **Art Direction**
  Noá Agência Digital
  Jun 2019 – May 2020 · Creative media for a marketing agency

Skills

Accessibility · UI/UX · AI-assisted workflow · Web design · User research · Visual Design · Prototypes · Landing pages · Product discovery · Design systems · AI-powered insights · Vibe coding · Data visualization · Claude · ChatGPT · Content and SEO

Education

Graphic Design, Bachelor's
Universidade Tiradentes (Unit)
2017 – 2020

Languages

Português	Native
English	Full professional