



Vanessa Canoso

Senior Product Designer

☆ EU citizen

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EXPERIENCE

Senior Product Designer

GotPhoto

April 2023 - Present - Berlin (Remote)

Key role in redesigning high-impact feature for wide user base.

Conducting frequent user testing and design workshops.

Chapter Leader

Ladies that UX

Mar 2021 - Present - Barcelona

Responsible for engaging the UX women community by organizing events and networking meetups, offering support and promoting talents.

Senior Product Designer

Voicemod

May 2022 - Feb 2023 - Valencia (Remote)

Led UI design, collaborated closely with devs on core projects like

VMgram (partnership w/ Telegram), spearheading inception and ideation.

UX/UI Designer

VML&R Spain

Apr 2021 - Apr 2022 - Barcelona (Remote)

Led redesign of two investment bank apps, advocating with external

stakeholders, conducting user tests, and contributing to design system.

UX/UI Designer Freelancer

Healthy Entrepreneurs

Jul 2020 - Nov 2020 - Amsterdam (Remote)

Led health worker app redesign with a focus on usability for users with limited digital skills. Continuous user testing were conducted. Achieved significant adoption rate increase post-redesign.

UX/UI Designer Freelancer

Nana Delivery

8 months project - São Paulo (Remote)

Designed and brought to life a comprehensive groceries app from the ground up, while also establishing a brand-wide design system.

Owner & Photographer

Vanessa Canoso Photo

May 2012 - Jan 2020 - Brazil & Spain

Advertising and fashion photography for clients like Vogue Italy and

Harper's Bazaar, handling shoot, creative direction, and post-processing.

EDUCATION

UX/UI Specialization

California Institute of Arts

2019 - 2020

BA in Photography

Belas Artes University, São Paulo

2013 - 2015

BA in Advertising & Mkt

Belas Artes University, São Paulo

2011 - 2013

ADDITIONAL COURSES

Design Thinking

IDEO U

2020

Usability Testing

IDF

2020

Graphic Designer

SENAI, São Paulo

2017 - 2018

INDUSTRY KNOWLEDGE

Wireframing

User Interface

User Experience

Research

Prototyping

Design System

User Testing & Interviews

TOOLS

Figma, Sketch, Invision, Miro,
Zeplin, Lookback, Amplitude

LANGUAGES

Portuguese Native Spanish Advanced

English Advanced French Beginner