

Iana Fonteneles

Product Designer · UX/UI Designer

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Product & UX/UI Designer who takes digital products end to end — from research and user flows to high-fidelity UI, scalable design systems, and clean developer handoff. Currently leading product design at Vopi Tech. Front-end literate (HTML/CSS/React), which sharpens collaboration with engineering and keeps design grounded in real constraints.

EXPERIENCE

Head of Product Design — Vopi Tech Feb 2026 – Present

- Own the product design vision and experience strategy across the company's products.
- Lead and scale a high-performing design team, setting standards, rituals, and critique.
- Partner with Product and Engineering on roadmap, delivery, and design feasibility.
- Drive user-centered decisions through research, design systems, and product metrics.

Product Designer — Vopi Tech Jun 2025 – Feb 2026

- Led end-to-end product design from discovery to delivery, aligning business goals with user needs.
- Ran market and user research to inform product strategy and feature prioritization.
- Created and iterated wireframes, prototypes, and high-fidelity UI for web and mobile.
- Established and maintained design guidelines for scalability and consistency.

UX/UI Designer — ETIPI Apr 2024 – May 2025

- Designed and prototyped web and mobile interfaces from concept to developer handoff.
- Conducted user research — surveys, interviews, and usability testing — to guide decisions.
- Built and maintained the Opala Design System: reusable components, tokens, and guidelines.
- Ensured accessibility (WCAG) and visual consistency across products.

Software Developer — Tecnotel & Nescara 2022 – 2024

- Front-end development work that grounds design decisions in technical reality and clean handoff.

Earlier: English Teacher (3 yrs) · Search & Social Media Evaluation — Lionbridge, TELUS International.

SELECTED PROJECTS

GovChat — Conversational government platform unifying citizen service across WhatsApp, web, and voice into one multichannel workspace; designed the agent inbox, AI-assisted flows, and reporting.

Maestro — Real-time geospatial situational-awareness platform for a public-security operations center; led the command dashboard experience and a scalable, fully-tokenized design system.

Motorista Seguro — Public-safety mobile app (activation and panic-alert flows) for a state government; end-to-end product design.

CORE SKILLS

Design: Product design · UX research · User flows · Wireframing · Prototyping · Interaction design · UI design (web, mobile, responsive) · Usability testing · Information architecture

Systems & Ops: Design systems · Component libraries · Design tokens · Accessibility (WCAG 2.2) · Developer handoff · Documentation · DesignOps

Tools: Figma (Auto Layout, Variables, Dev Mode) · FigJam · Framer · Notion · Jira · Miro · Mixpanel · HTML/CSS · React (basic)

EDUCATION

MBA, Digital Business & AI USP / Esalq 2026 – 2027

BSc, Computer Systems Analysis Estácio 2022 – 2024

Web Development Trybe 2022 – 2023

BSc, Law Universidade Estadual do Piauí 2017 – 2022

CERTIFICATIONS & LANGUAGES

Certifications: UX & Design Thinking · Scalable Design Tokens System · Web Development Fundamentals · Complete UI/UX & Figma Designer

Languages: Portuguese (Native) · English (Full Professional) · Spanish (Basic)