

Tali Kojuman

Senior Product Designer | 8+ years SaaS B2B experience

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ABOUT ME

Product and UI/UX Designer with 8+ years of experience in research, design systems, and cross-functional collaboration. Published photographer in *Gazeta do Povo* and explorer of 30+ countries, bringing a global perspective to design. Currently experimenting with AI tools like Lovable and UX Pilot to elevate product experiences.

EXPERIENCE

Senior UX Product Designer - Platform Experience Team

BrightLocal – Local SEO SaaS Platform | Brighton, UK (Hybrid) Sep 2023 – Present

- Lead Designer on the Squad responsible for: Onboarding, Payments & Platform Consistency
- Facilitated customer research that generated UI changes that resulted on a **increase on the quality of leads arriving at the sales team by 80%**, streamlining the sales team work and being recognized by the head of sale
- Delivered the first mobile experience of the platform, **improving usability of 10% of BrightLocal's users**
- **Awarded twice for excellence**, based on peer recognition within the company
- Worked at the **first use of AI in BrightLocal** with review responses
- Led platform UX redesign and **accessibility alignments** to **embed the new brand identity into product**
- **Mentored junior designers** and stepped in to lead the UX team during transition.
- Led workshops to **create a new collaboration structure** between Product and Dev
- Established the **foundation for the Design System** by organizing core components, designing initial elements, testing accessibility via unmoderated prototype testing using Lyssana, setting the design rationale and documentation and an audit of the storybook.

UX/UI Designer - Sole designer

Fresh Relevance by Dot Digital – E-commerce Optimization SaaS | Remote (UK) Dec 2020 – Sep 2023

- **Awarded twice as Top Employee** of the Quarter
- Conducted and participated in 10 customer calls that resulted in a positive feedback for a new feature a website editor
- **Design System gatekeeper** maintained it by regularly updating components in line with evolving brand guidelines
- Led multi-disciplinary teams to deliver projects on time

Product Manager - Maternity Cover

Fresh Relevance | Sep 2022 – Feb 2023

- Took ownership of the 'Visitor Details' redesign, stepping into a **Product Manager role** in the absence of one.
- **Led stakeholder alignment**, gathered requirements, created tickets, and coordinated the dev team to deliver a solution that addressed key usability issues like lack of hierarchy and improved the overall user experience.

UX/UI Designer | Contract - Sole Designer

AEMS – Project Management SaaS | Remote (UK) 2020

- **Led the creation of core user interface and prototype** concepts that formed the foundation of an early-stage SaaS startup, directly supporting MVP development and investor pitches.
- Established the initial system structure that enabled the first funding round, and delivered a complete brand identity rulebook alongside the **foundations of the company's Design System**.

UX/UI Designer - Foundation Designer

LogComex – Foreign Trade BI SaaS | Curitiba, Brazil (On-site) 2018 – 2020

- **Boosted conversion rates by 53% in 4 months**, surpassing sales goals via conducting in-person client testing using functional prototypes
- **Boosted adoption 16x** through UX-Led product redesign
- Temporarily **led Marketing team for 1 month**, showcasing cross-functional leadership
- Sole product designer responsible for establishing and leading the product function

UI/UX Designer part-time

Leankeep Software – SaaS | Curitiba, Brazil (On-site) 2016

- Assisted design team on early product prototypes and research initiatives

SKILLS

Figma, Adobe Creative Suite, HTML/CSS, WordPress, User Research, A/B Testing, Hotjar, Google Analytics, Agile, Scrum, Cross-functional Teams, Stakeholder Management, UX Writing, Accessibility, Design Systems, Branding, Prototyping, User Flows

EDUCATION

Formal Digital Accessibility Training

Mergo UX School – Brazil

Postgraduate Diploma in Innovation & Entrepreneurship

Positivo University – Brazil

Summer Innovation Program

New York University (NYU) – USA | 2019

70% Scholarship (Top 5% of 10,000 applicants)

Exchange Program - Erasmus - UI/UX Design

IADE – European University, Portugal | 2017

70% Scholarship | 2nd highest ranked applicant

BA in Graphic Design

Curitiba University – Brazil

VOLUNTEERING

UI/UX Workshop Facilitator - Curitiba University, Positivo University | 2018 – Present

WorldPackers Volunteer - Hospitality and Travel - Belgium, Austria, Poland, Ireland | 2017

LANGUAGES

Portuguese (Native), Italian (Intermediate), Spanish (Intermediate)