

Julia Bizol

Product Designer | Senior UX Designer

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Product Designer with **9+ years** of experience designing B2B and B2C digital products from discovery through delivery.

Experienced in transforming complex business and user problems into intuitive, scalable experiences through research-driven design, systems thinking, and close collaboration with Product and Engineering. Strong background in consumer products, enterprise platforms, e-commerce, marketplaces, and Design Systems.

PROFESSIONAL EXPERIENCE

PETSCREENING

Mooresville, NC, United States

Product Designer / Visual Designer

2024 - 2026

- Improved the consumer onboarding experience through iterative UX enhancements, user research, and usability testing, contributing to a **98% onboarding submission rate**.
- Identified logical inconsistencies and edge cases in a critical onboarding workflow, redesigning the experience before release to improve journey continuity and prevent production issues.
- Led discovery for a new product initiative by defining research hypotheses, planning user surveys, and validating opportunities before implementation.
- Designed workflows for an internal review platform supporting assistance animal verification, balancing reviewer efficiency, business requirements, and U.S. accessibility-related regulations.
- Contributed to the creation of a new Design System, helping define its structure, scalable component architecture, and implementation patterns across products.
- Proposed an **AI-powered onboarding experience** based on user research and product analytics, using image recognition to pre-fill pet information and reduce friction while preserving business data requirements.

MCFADYEN DIGITAL

Vienna, VA, United States

Senior UX Designer

2021 - 2024

- Owned end-to-end product design for enterprise e-commerce and marketplace platforms, including projects for **Fortune 500 clients**, translating complex business requirements into intuitive, scalable digital experiences across B2B and B2C products.
- Designed complex e-commerce and marketplace experiences, simplifying multi-user, multi-account, and multi-funding workflows into intuitive customer journeys.
- Combined stakeholder insights, product analytics, heuristic evaluations, and UX audits to uncover usability issues, validate opportunities, and inform product decisions.
- Presented UX strategies, design rationale, and proposed solutions to clients and executive stakeholders, influencing product decisions through user-centered design principles and business goals.
- Managed multiple concurrent client engagements, balancing competing priorities while collaborating with cross-functional teams in fast-paced consulting environments.
- Facilitated stakeholder workshops, journey mapping sessions, prioritization exercises, and co-creation activities to align business objectives, user needs, and technical constraints.
- Promoted to Senior UX Designer and twice recognized with the Unsung Hero Award for exceptional client focus, ownership, and delivery excellence.

HENRY SCHEIN

Sao Jose, SC, Brazil

UX/UI Designer

2020 - 2021

- Improved the digital customer experience of a B2B e-commerce platform through UX/UI enhancements, responsive design, and usability best practices.
- Redesigned the company's blog experience, strengthening information hierarchy, content organization, and usability through UX research and industry best practices.
- Collaborated with Marketing and Engineering to deliver consistent customer experiences across digital touchpoints.

AUTOIMPACT

Sao Jose, SC, Brazil

Product Designer / UX/UI Designer

2015 - 2020

- Owned the company's digital experience, collaborating directly with business stakeholders to design and deliver websites, mobile applications, and other customer-facing digital products.
- Conducted field research and user interviews across automotive service locations, uncovering usability issues and customer needs that informed product strategy and design decisions.
- Designed a mobile application based on research insights, improving access to frequently updated product information for frontline workers operating in low-connectivity environments.
- Designed and developed the company's responsive website, combining UX/UI design with front-end development using HTML, CSS, JavaScript, and Bootstrap.
- Translated business requirements and user insights into practical digital solutions, presenting recommendations directly to company leadership and iterating products over multiple releases.

SHAW AND PARTNERS

San Francisco, CA, United States

UI Designer

2014 - 2015

- Designed responsive websites and landing pages for U.S. clients, translating business requirements into intuitive digital experiences.
- Created visual identities, icons, and interface assets to support cohesive branding across client projects.
- Collaborated with designers and stakeholders to deliver responsive web experiences aligned with business and marketing goals.

EDUCATION

PUCRS - PONTIFICAL CATHOLIC UNIVERSITY OF RIO GRANDE DO SUL

Florianopolis, SC, Brazil

Post-Graduation Degree in UX Design

2022 - 2023

UNIVALI - UNIVERSIDADE DO VALE DO ITAJAI

Florianopolis, SC, Brazil

Higher Technology Degree in Graphic Design

2011 - 2013

ADDITIONAL INFORMATION

- **Technical Skills:** Product Discovery, User Research, Product Analytics, Usability Testing, Design Systems, Information Architecture, Interaction Design, Wireframing, Prototyping, AI-assisted Design & Prototyping, Accessibility, Cross-functional Collaboration, Stakeholder Management.
- **Certifications:** UX Design Nanodegree (Udacity), Product Design (Mergo), UX Design for Digital Products (Aldeia), Web Design & Front-End Development (Era Conectada), Scrum Foundation Certificate, UX Research Lab (Lupa).
- **Awards:** 1st Place – IXDA Florianopolis AI Ideathon (2026)