FABIANNE MARIM
Product Designer

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Stockholm, SE

I'm a Product Designer with experience over 10 years in the design field and relevant experience in front end development, I have been helping product teams to improve the customer experience by understanding the user needs through UX Research along with business needs always focusing on solving accessibility issues. Advanced experience in creating and maintaining Design Systems to improve the workflow for designers and helping bridging the gap between design and engineering.

Experience

Product Designer · H&M Group

2022 - Present | Stockholm, SE

Working as a Product Designer in a multi-disciplinary team for Shopping Bag in the Digital Checkout area.

- Improving the conversion rate to 'Proceed to checkout' in the shopping bag for web and apps touchpoint by analysing the customer experience through UX research, validating it through usability testing and A/B tests insights.
- Increasing customer transparency by building the Multiple Parcel experience through customer insights for the shopping bag page enabling a multi-brand experience within H&M.
- Helping establishing a shared component library in Figma within Digital Checkout area aligning with the Design System to accommodate components consistency across product teams.

UI Designer · Insurello

2020 - 2022 | Stockholm, SE

Worked cross-functionally as lead UI Designer improving the user experience for both consumer-facing and internal users.

- Established and maintained Design System library in Figma helped to achieve consistency experience cross-teams, rapid prototyping and alignment with the engineering team by establishing design tokens and ensuring accessibility standards.
- Helped improve the consumer-facing holistic user journey through user interviews and usability testing, as well as validated new solutions through A/B testing achieving a relevant sign-up conversion rate.
- Improved the workflow for internal users through a more cohesive CRM dashboard interface enabling support staff to achieve faster results and communication with customers.

UI/Visual Designer · ROMEO

2019 - 2020 | Amsterdam, NL

Worked as UI and Visual Designer within the marketing department and collaborated along the product development team.

- Improved the performance of sign-in conversion rate through visual campaigns collaborating alongside with copywriters.
- Built the new company's marketing website by meeting users' insights led the conversion of more traffic to the main digital product, using UX/UI principles and assisted the UI implementation on the Front End development side.
- Established consistency across marketing and product experiences by helping maintaining the Design System library.

Education

Specialization in UX/UI Design

The Interaction Design Foundation

2020 - 2021 | Online

Bachelor of Arts in Design

UNISUL

2007 - 2012 | Florianópolis, BR

Languages

English
Working proficiency

Portuguese
Native proficiency

Swedish
Basic proficiency

Skills & Knowledge

UX Design · UI/Visual Design
Interaction Design · Research
Atomic Design · Design Systems
Accessibility Standards
Information Architecture
Wireframing · Prototyping
Usability Testing · UI Patterns
Front-end development

Tools

Figma · Miro · Github · Sketch
InVision · Zeplin · Atom
Adobe CC Suite · Pen & Paper