

Manuella Araujo

Game UX/UI & Product Designer

Rio de Janeiro, Brazil

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✦ SUMMARY

UX/UI designer with **4+ years in digital product design** and a multidisciplinary background that bridges UX/UI, UI art and 3D production. Most recently worked as a **Game UX/UI Designer at ARVORE Immersive Experiences** on UX/UI strategy for a confidential mobile game, including wireframes, prototyping, UI style guides, QA collaboration, design documentation and engine implementation. Experienced with Unity from undergraduate thesis work in AR. Previously led the end-to-end design of **Zapper** from zero to launch, a B2B SaaS platform that processed 500K+ messages and grew to 4 enterprise clients including GSK, Servier and Eurofarma. Full experience across discovery, user research, wireframing, high-fidelity prototyping and developer handoff.

✦ SKILLS

Design & UX

Figma · UX Research · Usability Testing · Information Architecture · Discovery · Accessibility · UX Writing · Design System · FigJam · Miro · Favro

Visual & Production

Visual Design · Photoshop · Illustrator · Blender · Substance Painter

Development & Markup

HTML · CSS · Unity · Git · Fork

AI-Assisted Workflows

Claude · ChatGPT

✦ PROFESSIONAL EXPERIENCE

Game UX/UI Designer · ARVORE Immersive Experiences · São Paulo, BR (remote) 07/2026 - 09/2026

Two-month temporary mobile game UX/UI role focused on UX/UI strategy, interface design, prototyping and AI-assisted workflows. Project under NDA.

- Developed UX/UI strategy and contributed to the product roadmap.
- Created wireframes, mockups, and low and high-fidelity prototypes to communicate design concepts and validate solutions with stakeholders.
- Built a UI style guide aligned with production design, visual design and creative direction fronts.
- Constructed key game UX/UI elements including menus, navigation buttons, narrative text boxes, onboarding flows and tutorial screens.
- Built a design system using AI as a central tool for structuring and documentation, ensuring consistency and scalability.
- Conducted layout adjustments based on feedback from QA teams and internal stakeholders.
- Implemented UI solutions directly in engine, ensuring fidelity between design and final build, with handoff to development when needed.

TOOLS Figma · Claude · Git · Fork · Slack · Favro · Miro · Game Engine

Visual & Production Artist · Bellona Studio · Jaraguá do Sul, BR (remote)

06/2022 - 01/2026

Visual production role focused on systems thinking, modular design, technical handoff, cross-functional collaboration and scalable production workflows for game and animation pipelines.

- Produced 5 environments and 250+ modular props for Skroyder Rumble (Steam, 2026), applying modular asset production principles that streamlined pipeline efficiency and reduced rework across the team.
- Collaborated across a full production pipeline with concept artists, riggers and animators, delivering assets for

JoyJoy World, content that reached 30M+ views on YouTube.

- Defined asset completion criteria with the team, establishing technical and visual consistency standards that reduced revision cycles and minimized rigging issues across the production pipeline.
- Organized and maintained production asset libraries in Blender, establishing naming conventions and standardized structures, applying the same systems thinking behind design systems so files stayed consistently accessible across the team.

TOOLS Blender · Substance Painter · Trello · Git

Product Designer · Whats · Rio de Janeiro, BR (remote)

01/2020 - 06/2022

- Led the end-to-end design of Zapper from zero to launch, a B2B SaaS platform for corporate WhatsApp monitoring, delivering information architecture, design system, high-fidelity prototypes and developer handoff for 4 enterprise clients including GSK, Servier and Eurofarma.
- Designed monthly analytics reports as a dashboard alternative for enterprise clients, tracking 570K+ monthly messages and translating operational data (response times, activity heatmaps and message trends, +12% MoM) into actionable business insights.
- Worked directly with the CTO and CEO throughout discovery and requirements definition, ensuring design decisions stayed grounded in both business goals and user needs from day one.
- Designed and prototyped high-fidelity conversational campaigns on WhatsApp for enterprise clients including GSK, validating messaging flows before implementation to reduce development rework.
- Optimized the institutional landing page on Webflow, building a reusable component library and implementing on-page SEO improvements that pushed the page to top Google search results for target keywords.

TOOLS Notion · Webflow · Google Analytics · Adobe XD · Illustrator · Photoshop · Slack

UX/UI Designer Intern · Whats · Rio de Janeiro, BR (hybrid)

07/2018 - 01/2020

- Created flowcharts, user journeys and service blueprints for conversational interfaces on Facebook Messenger for enterprise clients including L'Oréal (Vichy) and Locker.
- Built and validated conversational flows for L'Oréal (Vichy), achieving 1,100+ active users, 63% first-time brand interactions and an 86% comprehension rate over 7 months.
- Structured and delivered campaign performance reports for Coca-Cola, tracking a 4-month WhatsApp campaign that scaled the user base from 150 to 3,100+ users, with 9,400+ messages sent and open rates up to 94%.
- Worked directly with founders and stakeholders on product, brand and flow validation decisions, gaining early exposure to end-to-end product thinking in a fast-moving startup environment.

TOOLS Adobe XD · Photoshop · Illustrator · Notion · Chatfuel · Slack

✳ EDUCATION

Bachelor in Industrial Design, Digital Media · PUC-Rio

02/2015 - 12/2019

Thesis: Junta Sílabas (2019), an AR tool to support childhood literacy, designed in Unity with spatial UI and UX research with educators and children.

Postgraduate in Game Development · IBMR

02/2024 - 04/2025

Postgraduate in User Experience and Beyond · PUCRS

04/2026 - present

✳ CERTIFICATES

Digital Product Design · Aprender Design

06/2026 - 09/2026

English Certificate, C1 Advanced · EF SET

04/2026

UX Design for Augmented Reality · ixDF

05/2026

✳ LANGUAGES

Portugues · Native

English · Advanced