




**ECIANE ROMEIRO**

*Sr. UI/UX Design Lead 🇨🇦 | AI-Driven & immersive VR Experiences |  
Designing Human-Centered I with 400+ Web/App/VR projects made around the world.*

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## BIO

Expertise in UX software, UX Lead with 25+ years of experience creating scalable, accessible, and mobile-first experiences across web, mobile, enterprise, and immersive platforms. I specialize in solving complex, high-stakes user problems through research, journey mapping, workflow modeling, and data-informed design. I lead end-to-end UX, from discovery and problem framing to prototyping, testing, and delivery, designing intuitive, efficient, and safe workflows for multi-user, scheduling, and operational systems.

Partnering closely with Product and Engineering in Agile environments, I translate insights into actionable design solutions, define success metrics, and ensure quality, consistency, and accessibility (AODA/WCAG) across platforms. I leverage AI-assisted tools, analytics, and usability testing to validate and optimize product experiences, while evolving design systems and mentoring cross-functional teams. Passionate about creating meaningful, user-centered solutions, I combine strategic thinking with hands-on design to drive clarity, engagement, and measurable impact.

## MY UI/UX DESIGN SKILLS, leadership

- **UX Leadership & Problem Framing:** Lead complex UX challenges from discovery to delivery.
- **Complex Workflow Design:** Design intuitive, efficient, and safe workflows for multi-user, scheduling, and data-driven environments.
- **Content Architecture & IA:** Structure content for clarity, navigation, and findability.
- **UX & Product Design:** Expert in UX software such as JustinMind, InVision, Sketch, Adobe Creative Cloud, Axure, Figma, wireframes, prototypes, interaction design, and journey maps across web, mobile, and LMS.
- **User-Centered Optimization:** Improve UX through testing, analytics, heuristic evaluations, A/B testing, and usability studies.
- **Accessibility Leadership:** IAAP-certified with expertise in WCAG 2.1 and AODA, ensuring inclusive, high-quality experiences.
- **Visual & Web Design:** Create consistent, engaging visual interfaces and support strong visual storytelling.
- **Specifications & Standards:** Develop clear UX specifications, design standards, and scalable guidelines.
- **Front-End & Technical Collaboration:** Collaborate with engineering using HTML, CSS3, and JavaScript.
- **Prototyping & Tools:** Advanced proficiency in Figma and modern tools for rapid design and iteration.
- **End-to-End Product Design:** Translate concepts into wireframes, prototypes, and complete workflow.
- **User Research & Strategy:** Conduct UX research, usability testing, and synthesize insights into decisions.
- **Leadership & Mentorship:** Mentor designers, support teams, and lead design reviews.
- **VR, AI & Immersive UX:** Design 360° VR experiences and immersive learning solutions.
- **Data-Driven & AI-Assisted Design:** Use analytics, behavioral data, and AI tools to inform design decisions.
- **Design Systems & Specifications:** Apply and evolve design systems, interaction models, and workflow specifications.
- **LMS & EdTech:** Design user-centered LMS platforms and accessible learning experiences.
- **Design Thinking:** Apply empathetic, iterative, and human-centered design methods.
- **Agile Collaboration:** Partner closely with Product and Engineering in Agile environments.
- **Communication & Influence:** Clearly articulate design rationale, align stakeholders, and intuitive navigation.

## LANGUAGES

- English (fluent)
- Portuguese (fluent/native)
- Spanish (intermediate)
- French (intermediate)

## EDUCATION

- **MBA Technology, Innovation & Education** Jan 2011– Nov 2013 \_\_ UPIS University
- **MBA Information Technology Management** Jan 2004 – Dec 2005 \_\_ Fundação Getulio Vargas
- **MBA Digital Marketing** Jan 2003 – Nov 2004 \_\_ Fundação Getulio Vargas
- **BACHELOR'S Degree in Computer Science** Jan 1994– Dec 1999 \_\_ Alvorada University
- **BACHELOR'S Degree in Anthropology Studies** Jan 2018– Dec 2020 \_\_ Heritage College & Seminary, Cambridge

## CERTIFICATE

- **Entrepreneurship** Development, YEDI Institution Accelerator Center, Toronto-ON. Nov2023– May2024
- **UX Design with Don Norman** (INN/G)

## PROFESSIONAL EXPERIENCE

### **4VR Canada (Startup) - Immersive Education & Innovation Platform**

**Jan 2020 to *Current***

#### **SR UI/UX Designer**

- Led end-to-end UX design for three VR education and training platforms, guiding complex products from discovery through delivery across multi-user environments.
- Identified and framed user-centered problems across educational, operational, and wellness workflows, translating them into intuitive, efficient, and accessible solutions.
- Developed and Directed UX for:
  - **4VRxp** – VR content hosting platform
  - **VR HOPE** – VR platform for therapy and mental wellness
- Produced wireframes, high-fidelity prototypes, and detailed UX documentation to support spec-driven development and ensure alignment with design intent.
- Conducted usability testing, heuristic evaluations, and iterative experiments, leveraging user feedback and analytics to improve engagement and reduce onboarding time by 40%.
- Applied WCAG and AODA standards across all platforms, ensuring inclusive and accessible user experiences.
- Contributed to product strategy through research, journey mapping, and workflow modeling across education, healthcare, tourism, and public sector projects.
- Collaborated closely with Product Management and Engineering in Agile environments, defining success metrics and ensuring high-quality delivery.
- Leveraged data insights and AI-assisted tools to inform design decisions, optimize workflows, and continuously improve product usability and performance.

### **Shareword Global - Christian Missionary Agency**

**May 2024 to Dec 2024**

#### **UI/UX DESIGN LEAD.**

- Led the redesign of the organization's global website, creating mobile-responsive, accessible, and user-focused experiences.
- Defined IA, navigation, and content flows to simplify complex user journeys.
- Designed wireframes, prototypes, and UI specifications in Figma to guide development.
- Conducted usability testing and QA to ensure WCAG/AODA compliance and responsive performance.
- Collaborated with leadership and teams to align designs with goals and strategy.
- Partnered with all team to implement improvements, optimize SEO, and enhance ongoing site performance.
- Operated in Agile workflows, using Miro, Slack, Trello, Teams, and Google Meet for seamless collaboration.

**4VR Canada.** VR Education Platform

**May 2022 to May 2024**

**SR UI/UX Designer**

- Led the design and development of VR EDU, a distance education LMS in VR, creating intuitive onboarding and scheduling workflows that successfully onboarded 10,000+ users in 60 days through optimized information architecture, navigation, and interaction design.

**J. ELEPHANTS (Gov. of Canada)** - UX Research & Design for Public Sector

**May 2021 to May 2022**

**Government UX Designer**

- Led UX design for national pension service platforms, shaping usability and accessibility standards impacting millions of citizens.
- Reimagined website components using stakeholder insights, analytics, and user research to streamline navigation and improve task completion.
- Created wireframes, user flows, prototypes in Figma, ensuring responsive, inclusive, and WCAG/AODA-compliant experiences.
- Collaborated with management and cross-functional teams to define requirements, and workshops.
- Enhanced information architecture by restructuring content, refining user pathways, improving experience.
- Redesigned portal interfaces, strengthening visual hierarchy, typography, and overall UI consistency.
- Supported Agile delivery through sprint planning, iterative design, usability testing, and QA validation, driving measurable improvements in user engagement.

**4VR Canada.** Startup

**Jan 2020 to May 2021**

**UI/UX Designer Global Startups**

- Designed and led the UI/UX of 4VRxp, 4VR's immersive content hosting platform, creating intuitive and engaging experiences for users. Developed workflows, prototypes, and interfaces using Bubble, ensuring seamless navigation and accessibility across the platform.

**CONESTOGA COLLEGE** - *Applied Technology & Innovation, Post-graduate Program*

**May 2018 to Jan 2020**

**IT Professor/Mentor**

- Led hands-on UX education, teaching human-centered design, accessibility (WCAG/AODA), and industry best practices to future designers.
- Delivered courses in UI/UX Design, HCI, Usability Testing to create responsive, multi-device experiences.
- Mentored students in building web-ready platforms using Figma, HTML, CSS, JavaScript basics, and LMS tools.
- Directed end-to-end UX workflows for student projects, from UX Research, IA to prototyping and testing.
- Facilitated design sprints, usability testing sessions, and iterative improvements informed by user data.
- Supported creation of deliverables such as user flows, wireframes, mockups, and clickable prototypes aligned with accessibility and usability standards.
- Guided students in mastering industry tools and collaborative workflows, including Figma, Adobe XD, Axure, Miro, and Agile practices.

**REACH BEYOND Inc** - *Global Media & Outreach for the Deaf Community*

**Jan 2018 to Jan 2020**

**UX Designer, ASL Project as a volunteer**

- Led the creation of inclusive UX standards, designing digital experiences specifically for Deaf users to enhance communication and accessibility experiences across devices.
- Crafted responsive web and mobile interfaces with WCAG and AODA requirements, UX experience.
- Conducted heuristic evaluations, usability tests, task-flow to identify pain points and optimize navigation.
- Developed wireframes and interactive Figma prototypes, iterating from initial concepts to developer-ready specifications with clear visual guidelines.
- Collaborated with developers, content specialists, and accessibility teams to implement UX standards.

**FULL POWER DESIGN WORKS** - *Engineering solutions for Smart Cities*

**Jan 2017 to Jan 2018**

**UX Designer**

- Turned complex engineering and smart-city systems into clear, user-friendly web and mobile experiences.
- Created consistent UI standards and visual guidelines to make navigation and interactions seamless.
- Redesigned dashboards using personas, user flows, and prototypes that prioritize real user needs.
- Mapped user journeys and ran research to connect user goals with business objectives.
- Worked closely with cross-functional teams to refine information architecture and deliver clear specifications.
- Iterated on designs using feedback and data to make experiences smoother and more effective.

**EBC Bible College and Seminary**

**Feb 2015 to Jan 2018**

- Theology & Cultural Anthropology Student | Studied Human Behavior, Cultural Diversity, and Social Dynamics

**FIOCRUZ HEALTH RESEARCH** - *Brazil's Leading Public Health Research Institute*

**Jun 2010 to Jan 2015**

**UI/UX Designer**

- Led the UX team to define user-centered design standards across multiple health platforms, combining design leadership with front-end collaboration (HTML, CSS, JS) and accessibility expertise.
- Designed clear, responsive interfaces for a complex government data-analytics platform, improving workflow efficiency and usability.
- Ran end-to-end usability testing, translating user insights into actionable improvements with UX experiences.
- Developed low- to high-fidelity wireframes and interactive prototypes, iterative design in Agile environments.
- Produced thorough UX research, accessibility guidelines, WCAG compliance and successful product launches.

**BANK OF BRAZIL, (by INDRA IT)** *Latin America's Largest Financial Institution*

**Mar 2001 to Jun 2010**

**UX Designer – Mobile Banking Platforms**

- Defined UI/UX standards for banking systems, improving usability, accessibility for millions of users.
- Led the app redesign, simplifying workflows and enhancing navigation to increase user retention.
- Created interactive prototypes to test ideas, validate usability, and support Agile collaboration.
- Developed user personas and conducted usability testing, turning insights into actionable improvements.
- Built responsive HTML/CSS mockups to communicate design concepts clearly.
- Delivered accessible, user-friendly solutions aligned with WCAG standards and best practices.

**GOVERNMENT OF BRAZIL** - *Gov.Digital Standards & Award-Winning Innovation*

**Feb 1998 to Mar 2001**

**UI Designer**

- Won the iBest Web Award for developing Brazil's official government UI/UX standards, later invited to teach university courses based on this work.
- Led the design and rollout of user-centered UX standards for the Ministry of Energy, setting a national benchmark for digital platforms.
- Designed responsive SaaS interfaces serving millions, ensuring usability, consistency, and accessibility.
- Ran usability testing to validate workflows, optimize interactions, and boost user satisfaction.
- Produced wireframes, user flows, and interactive prototypes, collaborating across teams and iterating rapidly in Agile environments.



**iBest Web Award – Outstanding UI/UX Achievement**

**Mar 2001**

Recognized nationally for creating the official UI/UX design standards for Brazil's government digital platforms (gov.br), setting a benchmark for usability, accessibility, and consistent user experience for all government websites, as standard.