ECIANE ROMEIRO
Senior UI/UX & Product Design Lead
400+ Web, App & VR Projects Delivered Worldwide | Human-Centered Design
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BIO

Senior UI/UX & Product Design Leader with 25 years of international experience designing web, mobile, and enterprise platforms across Canada, Brazil, and the US. Delivered 400+ global projects for government, healthcare, education, financial, startups, and enterprise organizations, leading end-to-end product design from user journeys and research to wireframes, interactive prototypes, design systems, usability testing, and accessibility. **Expertise in Figma, Agile methodologies, Adobe Creative Suite, Design Systems, Human-Centered Design (HCD), Virtual Reality (VR), and AI Prompt Engineering**, with a strong focus on creating intuitive, accessible, and interactive experiences.
Former **IT Professor at Conestoga College, Canada**, in a post-graduate program. **My unique background in Fine Arts, Computer Science, UX, Digital Anthropology, and IT** allows me to create human-centered design experiences. In 2026, placed **3rd in an international design competition** hosted by Johnny Depp in the USA. I speak **fluently in English, Portuguese, and French**.

PROFICIENCY

EXPERTISE

- User-Centred Design (UCD)
- Artificial Intelligence (Prompt Engineering)
- Discovery, Alpha, Beta & Live Delivery
- Design Thinking
- Design Systems
- AI-Powered Experience Design
- Mobile-First & Responsive Design
- Enterprise UX & Product Design
- Accessibility (WCAG 2.1 AA & AODA)
- UX Governance & Design Standards
- Virtual Reality Experience

TOOLS/METHODOLOGY

- User Personas & Storyboards
- User Research & Interview Facilitation
- Usability Testing & Heuristic Evaluation
- Information Architecture
- UX Analytics & Continuous Improvement
- Agile Scrum
- Figma
- Notion
- Miro
- Google Analytics
- Adobe Creative Suite

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 & Digital Innovation) -*Immersive Education Platform* **Jan 2020 to *Current***
Senior UI/UX & Product Designer | Project Manager (Incorporated Consultant)

- Worked as an incorporated professional through 4VR Canada Inc., delivering digital product strategy, project management, and technology solutions across healthcare, education, government, and enterprise sectors.

Key Responsibilities & Achievements

- Directed end-to-end UX strategy and product design across Discovery, Alpha, Beta, and Live phases.
- Led SaaS, AI, and VR solutions, including 4VRxp and VR HOPE.
- Managed client relationships, project scope, deliverables, and cross-functional teams.
- Facilitated discovery workshops, stakeholder interviews, and design reviews.
- Delivered personas, journey maps, service blueprints, wireframes, user flows, and prototypes.
- Designed AI-powered experiences integrating behavioural insights and workflow optimization.
- Led usability testing, heuristic evaluations, and iterative improvements.
- Established scalable enterprise UI standards and design systems.
- Collaborated with multidisciplinary teams in Agile/Scrum environments.
- Ensured WCAG 2.1 AA and AODA accessibility compliance.
- Defined UX KPIs and leveraged analytics for continuous improvement.
- Designed immersive VR learning experiences using 360° environments and gamification.

4VR's Client Engagements – Project-Based & Contract Assignments | UI/UX/Product Designer/Project Manager

CANADA | Through 4VR Canada Inc.

- Re-Nova Beauty Studio & Spa – Innerkip
- NF Therapy – Mental Health, Cambridge
- Allgreen Sustainable Outdoor Solutions. Cambridge
- Spalla Services – Construction. Cambridge
- Grandview Church – Kitchener (Volunteer).
- Kiddos Soft Play – Kitchener

UNITED STATES

- Coordination Patterns™ – Body Health– B. Wetzig, Pennsylvania, USA.
- Caddisfly.ai – IPVX Network – Hosting Platform.
- Wildlife SOS – Wildlife Conservation.
- WCC – West Chester College, New York, USA.

INTERNATIONAL & OTHER PROJECTS

- Integra Global Group – International Legal Services & Commodities.
- Ministry of Education of Haiti – Immersive Education Platform.
- Ayumana Education – Immersive Educational Technology.
- GSI Editora de Livros – Publishing
- I Persist – Brazil-Korea Institute –
- UNB Engineering – Visitor professor of Innovation & Technology Projects.
- EON Emerald (Monaco, Monte Carlo)
- Futessauro – Children's Book Illustration.
- VR GOV– Government Platform of Brazil

Shareword Global - *Christian Missionary Agency* **May 2024 to Dec 2024**

UI/UX DESIGN LEAD.

- Directed the global digital platform redesign, delivering a mobile-first, accessible user experience.
- Led stakeholder workshops to define business goals, user needs, and product strategy.
- Redesigned navigation, user flows, and responsive interfaces.
- Created Figma wireframes, interactive prototypes, and developer-ready specifications.
- Led usability testing, accessibility reviews, QA, and iterative improvements.
- Collaborated with multidisciplinary teams to optimize SEO, performance, and engagement.
- Supported Agile delivery using Miro, Teams, Slack, Trello, and Google Workspace.

4VR Canada. VR Education Platform **May 2022 to May 2024**

SR UI/UX Designer

- Led UX design for VR EDU, a VR-based LMS, onboarding 10,000+ users in 60 days through optimized workflows and intuitive navigation.

J. ELEPHANTS (Gov. of Canada) - UX Research & Design for Public Sector **May 2021 to May 2022**

Government UX Designer

- Delivered UX solutions for Canadian national pension platforms serving millions of citizens.
- Led discovery, stakeholder workshops, user research, and usability testing.

- Created personas, journey maps, user flows, prototypes, and research reports.
- Redesigned responsive services, improving navigation, content, and interaction.
- Ensured WCAG 2.1 AA and AODA accessibility compliance.
- Collaborated with multidisciplinary teams in Agile/Scrum environments.
- Supported sprint planning, backlog refinement, design validation, and QA.

4VR Canada. Global Startups **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

- Taught postgraduate courses in UX Design, HCI, accessibility, usability testing, and digital product design.
- Developed industry-aligned curricula focused on HCD, Agile, and accessibility.
- Mentored multidisciplinary teams through UX research, ideation, prototyping, and testing.
- Led Design Thinking workshops, usability testing, and heuristic evaluations.
- Guided responsive product development using Figma, Axure, Adobe XD, HTML5, CSS3, and JavaScript.
- Trained students in UX documentation, personas, journey maps, wireframes, prototypes, and accessibility reports.

REACH BEYOND Inc - *Global Media & Outreach for the Deaf Community* **Jan 2018 to Jan 2020**
UX Designer, ASL Project as a volunteer

- Established inclusive UX standards and digital experiences tailored to Deaf users.
- Designed responsive web and mobile interfaces compliant with WCAG and AODA.
- Conducted heuristic evaluations and usability testing to optimize navigation.
- Developed wireframes and interactive Figma prototypes.
- Collaborated with developers and accessibility teams to implement UX standards.

FULL POWER DESIGN WORKS - *Engineering solutions for Smart Cities* **Jan 2017 to Jan 2018**
UX Designer

- Established UI standards, user flows, and scalable design systems.
- Conducted UX research, journey mapping, and prototyping.
- Optimized information architecture and user-centered workflows.
- Improved usability and engagement through iterative, data-driven design.

EBC Bible College and Seminary **Feb 2015 to Jan 2018**

- Theology & Cultural Anthropology Studies | Human Behavior, Cultural Diversity & Social Dynamics

FIOCRUZ HEALTH RESEARCH - *Brazil's Leading Public Health Research Institute* **Jun 2010 to Jan 2015**
UI/UX Designer

- Led UX teams, establishing user-centered standards across healthcare platforms.
- Designed responsive government data analytics interfaces, improving usability and workflows.
- Created wireframes and interactive prototypes within Agile environments.
- Delivered UX research, WCAG accessibility guidelines, 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

- Delivered UX solutions for enterprise banking platforms serving **80+ million customers across Brazil**.
- Led user research, stakeholder workshops, usability testing, and journey mapping.
- Designed responsive, accessible web and mobile banking experiences.
- Created wireframes, interactive prototypes, user flows, and UX specifications.
- Collaborated with Product Managers, Business Analysts, and Developers.
- Established UI standards and interaction guidelines across banking products.

GOVERNMENT OF BRAZIL - *Gov. Digital Standards & Award-Winning Innovation* **Feb 1998 to Mar 2001**
UI Designer

- Established official UI standards for Brazilian federal digital services, recognized by the iBest Web Award.
- Led Ministry of Energy UI standardization, improving usability and accessibility.
- Improved digital access for millions of citizens through responsive, intuitive government platforms.
- Enhanced service quality through research, usability testing, and data-driven design.
- Delivered scalable design systems adopted across government digital initiatives.

LANGUAGES

- **Fluent in English, Portuguese, and French.**
- **Spanish:** Professional Working Proficiency

ACHIEVEMENTS



iBest Web Award – Winner (Global).
Creating the official UI/UX design standards for Brazil's government digital platforms (gov.br).

The People's Artist – Design & Art Competition. Top 3 (Global) 2026
Outstanding Art and Design, promoted by Johnny Depp in Los Angeles, USA, recognizing creativity, innovation, and artistic excellence.