

Julia Abreu

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PROFILE

I am a UX Researcher with analytical skills, focused on improving the user experience. I steer product development by presenting research insights strategically.

QUALIFICATIONS

- Lead all research stages from planning to delivery;
- Analytical skill with research insights;
- High capacity to transform data into actionable outcomes;
- Strong communication and teamwork skills.

PROFESSIONAL EXPERIENCE

UX Researcher

iShareLife EdTech (May/23 – Present)

Key actions:

- I planned and worked out all research stages:
 - Selected the methodology to develop forms and interview guides;
 - Conducted in-depth interviews;
 - Analysed both research outputs (quantitative and qualitative data).
- Developed and updated a research database to guide all areas and stakeholders;

Key Impacts:

- Produced actionable reports and strategic presentations that drove decision-making;
- Generated 5 innovations based on research insights, with 3 already launched;
- Reduced churn from 9,1% to 5,7% in one year.

Key Skills:

- Technical Skills: Qualitative and quantitative research methodologies, data analysis, results presentations, opportunity mapping and business strategy.
- Tools: Artificial intelligence (ChatGPT, Notebook LM, Google AI Studio), Condens, Figma, Google Docs, Google Sheets, Google Slides, Mixpanel, Notion and Typeform.
- Behavioral Skills: Analytical ability, teamwork, communication, time management, critical thinking and proactivity.

Administrative Assistant

Costa Azul Imobiliária (Feb/21 – Jun/22)

Key actions:

- Managed condominium overdue payments;
- Sent monthly debt notifications to an average of 200 non-payers;

- Negotiated approximately 30 agreements and referred 4 debts for legal action.

Key impacts:

- Reduced overdue payments, positively impacting the condominiums' financial balance.

Customer Service and Booking Management

Pousada Valle Verde (Jun/19 – Feb/21)

Key actions:

- Assisted an average of 60 customers daily across multiple channels;
- Managed reservations for 18 rooms both internally and on OTAs like Booking.

Key impacts:

- Increased direct sales by 10%, reducing dependency on OTAs;
- Customer service was rated excellent on OTAs (score of 9) and Google (5 stars).

EDUCATION

Product and UX Strategy | UX Change Academy (ongoing)

Acquired skills:

- Strategic thinking, desk research, business models, data-driven decision-making and problem-solving.

Jornada Maestria | aurea educação (ongoing)

Acquired skills:

- Prototyping, research methodologies, service design and business strategy.

Bachelor's Degree in Portuguese/English | UniCesumar (completed in jan/2025)

Acquired skills:

- Didactics, writing and storytelling.

Professional Training Program in UX, UI, and Product Design | UX Unicórnio (completed in oct/2023)

Acquired skills:

- Benchmarking, hypothesis prioritization and validation frameworks, customer journey mapping, usability testing, research methodologies, UI Design and UX Writing.

LANGUAGES

Advanced English (C1) | CCAA (completed in Dec/2014)