

Melise Cemin Flores

PORTFOLIO: www.meliseflores.com password: "UX&uiExpert"

For additional work or a deeper dive, book me for a 1:1

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CAREER PROFILE

Award-winning Senior UX & Design Lead with 15+ years crafting user-centered, branded digital experiences across global markets. Expert in modular design systems, accessibility, and cross-functional collaboration—guiding teams through evidence-based, business-aligned product decisions. Experienced in leveraging modern tooling and AI-assisted workflows to accelerate exploration, ideation, and decision-making.

UX/UI • Research • Usability/Accessibility • Design Systems • Ecommerce • Prototyping • Figma • Adobe CC • Webflow • Framer • AI-assisted workflows • Branding

Languages: Portuguese (Native) • English (C1) • Spanish (A2) • Dutch (A1)

CAREER HIGHLIGHTS

- Delivered 650+ UX/UI and branding projects for 150+ clients, harmonizing business strategy with user insights through structured, scalable design.
- Extensive experience partnering with cross-functional teams, elevating design quality, and mentoring designers to grow high-performing, user-focused environments.
- Proven ability to systematize complex ecosystems into coherent design solutions, improving performance, consistency, and collaboration.

PROFESSIONAL EXPERIENCE

FREELANCER — UX UI SENIOR DESIGNER / AMSTERDAM, NL

2025 – Present

Design end-to-end digital experiences for e-commerce and cultural/institutional websites, with a focus on scalable design systems and insight-led UX.

Recent projects:

Aquastar Network, a Dutch water sports equipment retailer — E-Commerce Design Strategy, UX & UI

- Led discovery activities (analytics assessment, journey mapping) to identify opportunities and define core user scenarios.
- Developed a modular component library and prototypes supporting rapid iteration and usability validation.
- Delivered an enhanced shopping experience focused on findability, flow efficiency, and conversion uplift.

Onze Lieve Vrouwekerk (Church of Our Lady), Amsterdam — Website Redesign & Digital Strategy

- Directed the complete redesign of this national cultural monument's digital presence, aligning branding, strategy, and multi-stakeholder expectations.
- Streamlined navigation and reorganized content architecture through research and heuristic evaluation.
- Created an accessible, extensible UI system with developers, reducing rework and speeding implementation.

UX Design & Branding Consultant — Startups & Small Businesses

- Supported early-stage teams as a fractional UX Lead—shaping product direction and defining MVPs through rapid validation
- Provided expert direction across UX, branding, and product strategy, from audits to extensible design systems.
- Facilitated decision-making, refined user journeys, and introduced practical, scalable UX processes for sustainable growth.

BOLDEN BV — LEAD UX DESIGNER / AMSTERDAM, NL

2022 – 2024

Independent creative agency specializing in brand identity, digital, and e-commerce (Shopify-certified partner).

Orchestrate UX/UI design for high-visibility e-commerce platforms (Bosch Professional, Tours & Tickets, Mr Marvis, Trimtex, Umob, Garmundo), simplifying flows and elevating trust, engagement, and conversions.

- Built and expanded extensible design systems using Figma and atomic design, improving consistency and reducing turnaround time for new requests by 50%.
- Served as a senior UX consultant for clients and internal teams—bridging business goals with technical constraints while advocating for accessibility and insight-driven decision-making.
- Mentored designers and co-created resource-efficient UX solutions alongside engineering teams.
- Enhanced operational efficiency by optimizing Agile/Scrum/Kanban workflows (Asana, JIRA), improving collaboration and visibility.

HOGARTH WORLDWIDE (WPP GROUP) — SENIOR UX UI DESIGNER / SÃO PAULO, BR

2020 – 2022

Global creative production company

Simplify and translate complex ideas into well-crafted, user-centered digital experiences.

- Delivered clear, user-centered digital experiences by translating complex requirements into intuitive interfaces.
 - Conducted UX research, discovery workshops, and A/B testing to refine direction and validate solutions.
 - Produced UX audits, design systems, wireframes, and responsive prototypes.
 - Partnered across engineering, QA, content, PMs, and analytics to ensure cohesive delivery.
 - Designed for major global brands including Apple, Coca-Cola, BMW, Galderma, Ciena, Jameson.
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ANATOMIA BRANDING & UX — FOUNDER & HEAD OF BRANDING & UX / BRAZIL & IRELAND (REMOTE)

2013 – 2020

Co-founded a design studio with a partner in Ireland, leading UX, branding and strategy for 120+ clients across various markets

- Led strategy, UX/UI, and branding for cross-industry projects, overseeing discovery, design, and delivery end-to-end.
 - Directed multidisciplinary teams and external contractors (SEO, dev, copywriting), ensuring high-quality execution.
 - Developed brand identities, digital products, and design systems for clients such as Stihl, Toyota, Melissa, Grendene, and Grupo RBS.
 - Strengthened leadership, communication, and client-management skills by running the studio end-to-end and navigating diverse stakeholder needs.
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S3 ADVERTISING AGENCY — MID-LEVEL ART DIRECTOR / PORTO ALEGRE, BR

2011 – 2012

Print and digital agency focused on assisting local small and medium-size businesses from various industries.

Concept and creation of brand identities, print and digital (UX / UI) graphic materials, team leadership

- Designed brand identities and digital materials (UX/UI, landing pages, newsletters) for small and mid-sized businesses.
 - Supported multi-channel campaigns and identity systems across print and digital.
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TECNIART DESIGN — VISUAL DESIGNER / PORTO ALEGRE, BR

2008 – 2011

Local design studio focused on print and digital for national and international retail businesses.

Editing, concept and art direction for promotional materials, and packaging projects from scratch.

- Created packaging, POS materials, and visual identity assets for national and international retail.
 - Collaborated closely with industrial printers and ensured production quality.
Key clients: IRWIN Tools, Newell Rubbermaid, Graco Baby, Lenox, Rubbermaid.
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EDUCATION

BA (Hons) Graphic Design, UniRitter — Porto Alegre, Brazil (2012)

AWARDS AND HONOURS**GERMAN DESIGN AWARDS 2019**

-  Winner - Brand Identity
-  Special Mention - Brand Identity

IRISH DESIGN AWARDS 2017

-  Finalist - Brand Identity Schemes

COLOR MELODY BOOK - COLOUR APPLICATION IN BRAND (2017)

-  5 Projects Featured and published by DesignerBooks, China (global distribution).

CLAP INTERNATIONAL AWARDS 2016

-  Winner - Best Corporate Identity System