




# Luma Teles

 [linkedin.com/in/lumateles](https://www.linkedin.com/in/lumateles)

 +55 75 99893-9044

 Feira de Santana, Brazil (Open to relocation)

 [lumateless@hotmail.com](mailto:lumateless@hotmail.com)

 [lumateles.com](https://lumateles.com)

## PROFESSIONAL SUMMARY

**UX Researcher & Designer** with 2+ years of experience designing and conducting research across government and digital product contexts. Skilled at running interviews, usability tests, and focus groups, and translating findings into clear, compelling insights that move product teams and leadership to action.

## WORK EXPERIENCE

### **UX RESEARCHER & DESIGNER** | Mar 2025 - Present

*Fully Ecosystem (via AllEasy), Brazil*

- Led mixed-methods discovery (6 interviews and a 30+ participant focus group) that exposed structural inefficiencies in a R\$15/user/week rewards system, directly informing the redesign of the incentive model to reduce per-user cost.
- Designed and ran 5 usability tests on a mobile rewards prototype, surfacing critical front-end issues that the product team resolved before launch, preventing user-facing failures at scale.
- Conducted discovery research that shaped the strategic decision to consolidate 2 legacy systems into a single platform, reducing workflow friction for 100+ users across internal and external teams.

### **UX RESEARCHER** | Jul 2023 - Aug 2024

*Fisheries and Oceans Canada - DFO, Government of Canada*

- Led end-to-end UX research for the national CDM system redesign (a mission-critical platform used by 10,000+ staff across Canada), translating complex operational workflows into actionable design direction.
- Delivered usability and accessibility testing of the CDM prototype, achieving 100% task success rate, validating the design for nationwide rollout and identifying improvement opportunities that shaped the final release.
- Led stakeholder interviews across multiple regions to support a paper-to-digital transition, surfacing onboarding barriers that directly informed the design of the electronic logbook rollout strategy for fish harvesters.

### **UX RESEARCHER** | Aug 2022 - Dec 2022

*Employment and Social Development Canada - ESDC, Government of Canada (via Human-Centred Design Lab)*

- Planned and conducted 29 semi-structured interviews across 3 stakeholder groups (people with disabilities, adjudicators, and subject-matter experts), building a cross-perspective map of systemic barriers in the CPP-D eligibility process.
- Synthesized findings through affinity and system mapping, identifying 5 strategic opportunity areas (including application complexity and inconsistent adjudication), that formed the foundation for recommendations delivered to ESDC leadership.
- Delivered a findings report and redesign recommendations to ESDC stakeholders, proposing an application toolkit with the potential to improve access for 300,000+ CPP-D applicants annually.

## EDUCATION

**INTERDISCIPLINARY STUDIES IN HUMAN-CENTRED DESIGN** | Jan 2022 - Dec 2022  
*Algonquin College, Canada*

**BACHELOR OF SCIENCE IN CHEMICAL ENGINEERING** | Aug 2011 - Dec 2017  
*Universidade Federal da Bahia, Brazil*

**EXCHANGE PROGRAM IN CHEMICAL ENGINEERING** | Jan 2014 - Dec 2014  
*Pennsylvania State University, United States*

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## SKILLS

**Research & Design:** Mixed-methods research | Research planning | User interviews | Stakeholder interviews | Usability testing | Accessibility testing | Survey design & analysis | User journey mapping | Affinity mapping | System mapping | Personas | Focus group facilitation | Wireframing | Prototyping  
**Soft Skills:** Stakeholder management | Cross-functional collaboration | Workshop facilitation | Strategic thinking | Storytelling with data | Cross-cultural research | Empathy-driven research  
**Tools:** Figma | Miro | Maze | UserTesting | Fable | Notion | MS 365

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## LANGUAGES

**English:** Fluent  
**French:** Intermediate  
**Portuguese:** Native

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## CERTIFICATIONS

**Build wireframes and low-fidelity prototypes** (*Google, 2025*)

**Start the UX Design process: Empathize, define and ideate** (*Google, 2025*)

**Conduct UX Research and test early concepts** (*Google, 2024*)