Luma Teles

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PROFESSIONAL SUMMARY

UX Researcher with experience improving public services and B2B2C platforms through research-led design. Skilled at uncovering user needs, aligning insights with business objectives, and collaborating across teams to deliver inclusive, efficient, and scalable solutions.

WORK EXPERIENCE

UX RESEARCHER & DESIGNER | Mar 2025 - Present
Fully Ecosystem (via AllEasy), Brazil - Company operating in the B2B2C wellness sector
- Led user interviews and focus groups to explore user perceptions of reward systems, uncovering key motivations and pain points that informed the development of a new, user-centred reward experience.
- Designed the prototype of a reward system, translating research insights into a tangible concept adopted by product and business teams for implementation.

UX RESEARCHER | Jul 2023 - Aug 2024
Fisheries and Oceans Canada - DFO, Government of Canada
- Led multiple UX research projects, collaborating with designers, product managers and developers to uncover insights that modernized outdated government systems, improving efficiency and user experience for over 10,000 staff members.
- Conducted user interviews and usability testing to identify workflow inefficiencies in the catch monitoring system, leading to a reduction in logbook errors and improved task completion speed.
- Collaborated in conducting stakeholder interviews, supporting the transition from paper-based to electronic logbooks, which led to a reduction of errors and enhanced usability for fish harvesters.

UX RESEARCHER | Aug 2022 - Dec 2022
Employment and Social Development Canada - ESDC, Government of Canada (via Human-Centred Design Lab)
- Conducted over 20 interviews and mapped journeys to identify inefficiencies, uncovering that gaps in awareness and incomplete medical reports led to errors in the disability program application process.
- Mapped user journeys to reveal low program awareness and poor documentation, driving changes that streamlined processes and improved access.
- Proposed a redesigned application toolkit with clear guidelines, aimed at empowering users to apply independently, reducing errors, and simplifying the process for over 300,000 applicants.

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

SKILLS

Research & Design: User research | User interviews | Usability testing | User journeys | Surveys | Focus groups | Data analysis | Wireframing | Prototyping | Design thinking
Soft Skills: Cross-functional collaboration | Effective communication | Storytelling | Agile methodologies | Analytical skills
Tools: Miro | Maze | UserTesting | Figma | Fable | DevOps | Jira | MS 365

LANGUAGES

Portuguese: Native
English: Fluent
French: Intermediate

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)*

ADDITIONAL INFORMATION

Requires employer-sponsored work permit.