

# ALINE G. ROCHA

PRODUCT DESIGNER

[agrdesigner.com](http://agrdesigner.com)

[LinkedIn](#)

[aline.agrdesigner@gmail.com](mailto:aline.agrdesigner@gmail.com)

604-725-9752

## EXPERIENCE

### AgUnity

Aug 2021 - Present | UX Designer

- Enhanced and delivered an user-friendly reporting tool for Fairtrade's internal processes, called FairInsight.
- Developed detailed test plans for most FairInsight releases, **leading to smoother and more efficient deployments.**
- Participated in design audit, discovery and brainstorming workshops that helped shape a refined direction for AgUnity's products to advance the digitization of smallholder farmer value chains.
- Created multiple interactive prototypes, for gathering user feedback as well as proofs of concept for leadership to attract new clients and drive investment opportunities.
- Advocated for and implemented Storybook to streamline UI development and **foster better collaboration between developers and designers.**
- Redesigned a comprehensive mobile app tailored for non-tech-savvy farmers and field agents in remote areas with limited internet access.
- Delivered a product suite design that, as of December 2024, has **attracted 189 cooperatives and digitally manages over 150,000 farmer profiles** on the platform.

### TriplIt Initiatives Inc.

Sep 2021 - Nov 2021 | UX/UI Designer

- Contributed to defining the brand approach and visual design for the education subscription platform, Creator Circuit, ensuring a cohesive and engaging experience.
- Designed high-fidelity UI and interactive elements for core platform features, including subscription management, a personalized content discovery homepage, an intuitive search experience, and detailed video, playlist, and instructor pages.
- Developed a comprehensive UI component library and structured the information architecture for content categories and search functionality to enhance usability.
- Supported the website launch by actively participating in testing and QA, ensuring a polished and seamless user experience.

### Stable.work

Jun 2019 - Dec 2020 | UX, UI, Branding

- Partnered with an engineer, another designer, and sales team to develop a cohesive branding strategy and modernize the user interface for the company's new website.
- Designed an intuitive signup flow that enhanced the onboarding experience for both sales talent and clients, streamlining the process of talent acquisition.
- Conducted an audit of the existing sales-talent management platform and collaborated on documenting detailed user stories to inform the development of Stable 2.0.
- Delivered high-fidelity UI designs and interactive elements for key platform features, including shift calendar management, job applications, and a performance dashboard.
- Conceptualized and designed a badge and achievement system to promote positive work etiquette among sales talent, boosting engagement and productivity.

## SKILLS

Accessible design (WCAG AA 2.2)  
User research  
Design auditing  
User stories and scenarios  
User flows  
Customer journey maps  
User testing and test plans  
Information Architecture  
Wireframes  
Atomic design systems  
Prototyping  
Visual design  
Interactive design  
Workshops

## EDUCATION

**Writing Compelling Digital Copy, Usability Testing, UX Roadmaps, Being a UX Leader**

1 course away from getting the UX Certificate by NN/g  
2021

### User Experience Design

RED Academy, Diploma  
2018-2019

### Web Dev. Foundation

RED Academy, Certificate  
2016

### Design Formation

Langara College, Diploma  
2014-2016

## TOOLS

Figma  
Sketch  
Adobe XD  
Adobe Photoshop  
Miro  
Zeplin  
HTML5  
CSS3