

# Samantha Barreto

## Designer SUMMARY

Conversational Designer · UX Writer · Content

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UX Writer and Content Designer with **6+ years** of experience in financial digital products. Specialist in conversational design, generative AI strategy, and voice & tone governance, with a track record at IBM/Banco Itaú, Stone, and Avenue. Combines strategic thinking with data-driven execution, user research, and compliance requirements.

## PROFESSIONAL EXPERIENCE

### Avenue Securities · Content Designer II

May 2025 – Present

- Co-developed the **Internal Content Copiloto** — a generative AI assistant ensuring brand voice consistency across all channels, adapting tone by customer segment (Digital, Advanced, Singular) and journey stage. Currently in pilot phase. – Developed and prototyped a Content First bot: a proprietary framework to standardize the starting point of every communication — what to say, how, in which channel, and at which journey moment.
- Created and maintained voice & tone guidelines applied to UX writing, microcopy, and product flows. – Collaborated with product, design, and engineering teams with data-driven and accessibility-oriented decisions.

### Stone & Co · Content Designer III

May 2023 – Apr 2025

- Redesigned conversational flows for B2B banking and acquiring chatbots applying information hierarchy and cognitive load reduction — contributing to **+10pp CSAT (66%→76%)** and **+3pp retention (76%→79%)** across the bot during tenure. Metrics reflect overall bot performance.
- Identified and solved unaddressed user scenarios — customers repeatedly searching for loans and receiving expired offers — redesigning the journey to eliminate recurring friction points.
- Contributed to the exploration, testing and implementation of Generative AI for response personalization, evolving the chatbot from rule-based to generative approaches.
- Defined and tracked performance metrics to drive continuous experience optimization cycles.

### IBM Brasil / Banco Itaú · UX Writer — Chatbot

Nov 2020 – Nov 2022

- Co-defined voice, tone, and personality for the Itaú HR virtual assistant in equal partnership with the bank's Content Designer — **internal HR assistant project** — building 3 personas from insights of 600+ employees, 40h content testing, 16h in-depth interviews, and a 24h Design Sprint.  
**+25% service share +64% conversations +9pp accuracy +6pp resolution -11.5pp false positives -5.4pp abandonment**
- Designed conversational journeys for PF, PJ, and acquiring segments, influencing journey decisions, scenario prioritization, and adaptive tone of voice per audience.

### IBM Brasil / Banco Itaú · UX Writer — Corporate L&D

Dec 2022 – May 2023

- Developed SRE instructional scripts for corporate L&D, adapting technical content into accessible, learning-oriented language.

### Cognizant · Jr. Digital Marketing Analyst

Oct 2017 – Nov 2020

- Analyzed and curated training content for chatbots, ensuring alignment with platform policies and enhancing AI accuracy.
- Supported creation of conversational flows and strategic content insertion for AI improvement.

Apenas para uso  
Interno

**SKILLS & COMPETENCIES**

**Conversational AI:** Chatbots, NLP (Intents/Entities), LLM, Prompt Engineering, Generative AI, Voice & Tone Governance

**UX Methodologies:** UX Research, Design Sprint, Desk Research, Usability Testing, Card Sorting, In depth Interviews

**Accessibility:** WCAG, Inclusive conversational interface design

**Metrics:** Data Analysis, A/B Testing, KPI-driven flow optimization

**Tools:** Figma, Dialogflow, Watson Assistant, Miro, Jira, Confluence, Salesforce, Twilio

**Languages:** English (Fluent) · Spanish (Intermediate)

**EDUCATION**

**Postgraduate — UX Design & Digital Products**

Universidade Presbiteriana Mackenzie · Mar 2025 – Mar 2026

**BA — Social Communication, Advertising**  
FAM – Centro Universitário das Américas · Feb 2016 – Jul 2019

**CERTIFICATIONS**

Watson Assistant Foundations Advancing Accessibility  
Design & UX Essentials

