

Deborah Cipriano Roost
She/Her
Senior Product Designer

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Selected Clients

Novo Nordisk, Novozymes,
Coloplast, UN Health, UN Live, Evia,
KMD, Nykredit, Feriepartner

Work Experience

2024 - Present	Advanced UX/UI Designer at Novo Nordisk (Denmark) • Drove visual and interaction design for a patient-facing digital labelling platform, contributing to trust, compliance, and accessibility. • Collaborated with researchers, product owners, developers, and regulatory teams in an agile setup. • Supported UX research, journey mapping, and prototyping to inform product decisions. • Contributed to the merge of two company-wide design systems, developing new visual patterns and improving cross-department alignment.
2022 - 2024	Digital Designer at Charlie Tango (Denmark) • Designed UX/UI solutions for clients like Evia, KMD, Coloplast, and Feriepartner, balancing brand experience, user needs and accessibility requirements. • Close collaboration with product owners, project managers and developers.
2019 - 2022	Product Designer at Superb (Denmark) • Conducted UX research to guide product strategy. • Led end-to-end design for web applications and iOS apps from research to high-fidelity designs. • Developed Superb's first design system, ensuring scalable and consistent user experiences. • Worked closely with developers, product owners and data analysts.
2018	Motion Design Assistant at Histeria! (Brazil) • Delivered storyboards and short animated videos for various clients.

Profile

Brazilian/Danish product designer with 8+ years of design experience, with a purpose of creating clear, human digital experiences, together with great teams.

Disciplines

UX/UI design, interaction design, prototyping, design systems, user research, and data-informed design decisions

Toolkit

Figma, Miro, Adobe Analytics, Framer, Maze, After Effects, ProtoPie

Education

2024	UX Design / Hyper Island Upskill Programme
2015 - 2019	Bachelor of Brand Design / KEA Top-up Bachelor in Brand Design AP Degree in Design, Technology, and Business
2014 - 2015	Bachelor of Graphic Design / Belas Artes de São Paulo 1st year (out of 4)

Certifications

Design System Specialist Meiuca Design
Design Operations Meiuca Design
UI Animation Essential Motion Design School
Digital Typographic Design UAL - University of the Arts London