

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience leading end-to-end product design across B2B SaaS, e-commerce, and complex operational products. Partners with Product, Engineering, and business teams to turn research, behavioral data, and technical constraints into clear product direction and scalable user experiences. Strong in discovery, systems thinking, UX/UI craft, and design systems, with a focus on simplifying complex workflows and delivering measurable value.

SKILLS

- Product Design
- End-to-End Product Design • User Research • Usability Testing • Interaction Design • Information Architecture • User Flows • Prototyping • UX/UI Craft • Accessibility
- Strategy & Discovery
- Product Strategy • Product Discovery • Product Thinking • Prioritization • Systems Thinking • Workshop Facilitation • Stakeholder Management
- Data & Collaboration
- Data-Informed Decisions • Behavioral Analysis • Google Analytics • Hotjar • Cross-functional Collaboration • Design Handoff
- Systems & AI
- Design Systems • Complex Workflows • AI-Assisted Ideation and Prototyping • Rapid Concept Validation

TOOLS

Figma • FigJam • Miro • Framer • Hotjar • Google Analytics • Power BI • Jira • ChatGPT • Lovable • UX Pilot

LANGUAGES

- Portuguese [Native]
- English [Fluent]
- Spanish [Fluent]
- French [Basic]

PROFESSIONAL EXPERIENCE

LUZ	
Product Designer	Apr 2024 - Present
- Lead end-to-end product design across 6 squads, shaping product direction while balancing user needs, business goals, and technical constraints. - Partner with Product Managers, Engineers, and stakeholders to define problems, prioritize opportunities, and influence key product decisions. - Introduced structured discovery practices, including Service Blueprints, CSD workshops, research, and collaborative ideation, reducing uncertainty and improving alignment. - Design complex B2B self-service workflows across multiple user states, rules, dependencies, and operational scenarios, from flows and prototypes through high-fidelity UI and delivery. - Simplified a critical contract management journey from 6 steps to 2, improving usability while reducing implementation complexity and development effort. - Designed dashboards that turn operational and financial data into actionable insights; validated solutions through usability testing and design reviews. - Evolve reusable Design System components and handoff practices, leveraging AI-assisted tools to accelerate ideation and prototyping while maintaining design quality.	
C&A	
Product Designer	Dec 2021 - Apr 2024
- Owned the end-to-end experience of two digital products: a large-scale e-commerce platform and Minha C&A, a consultant engagement and sales platform. - Combined user research with Hotjar, Google Analytics, and BI data to identify friction, validate opportunities, and optimize key customer journeys. - Designed responsive web, mobile, and app experiences, including a mini-cart MVP within VTEX constraints that improved purchase visibility and reduced friction. - Collaborated with Product, Engineering, and business stakeholders and facilitated Design Sprints to align priorities and deliver feasible, impactful solutions.	
Arrezo & Co. [Schutz]	
Web Designer	Dec 2020 - Dec 2021
Designed e-commerce experiences and digital campaigns across web, app, CRM, paid media, and social channels, partnering with marketing and merchandising on product launches.	
Corello	
Graphic Designer	May 2018 - Dec 2020
Led creative execution across digital channels and coordinated deliverables across teams to maintain quality, consistency, and business alignment.	
EDUCATION	
Fundação Armando Alvares Penteado (FAAP)	
Bachelor's Degree in Architecture and Urbanism	Jan 2013 - Dec 2017
COURSES	
Mergo	
Product Design	2022
EBAC	
UI Expert	2022
Product Arena	
Product Management & Metrics	2021
UX Unicórnio	
UX/UI	2020