

Product Designer

Product Designer with 5+ years designing and shipping consumer, mobile-first learning experiences across platforms. I lead 0 to 1 work in products, translate ambiguity into clear user journeys, and ship high-quality features that feel simple, trustworthy, and helpful. I work end-to-end: discovery, prototyping, usability testing, iteration, polished delivery, QA. I partner tightly with PM, Engineering, Data, and Content to drive activation, engagement, retention, and subscription conversion. Strong systems thinking and design system craft; fast, experiment-minded, metrics-aware.

Creative and detail-oriented Product Designer with extensive experience in designing end-to-end user experiences for digital platforms. Currently employed at Extern, I have successfully collaborated with cross-functional teams, including Product Management, Engineering, and Marketing, to enhance learning experiences and streamline onboarding processes. My expertise in Figma, interactive prototyping, and usability testing allows me to create intuitive and engaging user interfaces. I have a proven track record of delivering responsive and accessible solutions that prioritize user needs, particularly in mobile and web design. My work includes developing comprehensive Design Systems that improve efficiency and accelerate product delivery. I am passionate about leveraging innovative design strategies to enhance user engagement and continuously seek opportunities to improve user experiences.

Areas of Expertise

- Design
- Design Systems
- Product Design
- Usability Testing
- Figma
- User Interface
- Wireframing
- Interactive Prototyping
- User Experience
- Mobile First

Career Experience

Product Designer at Extern

Oct 2021 — Present

As a Product Designer, I focused on creating intuitive experiences that enhance user engagement and streamline processes.

- Designed user experiences for Extern's learning platform by collaborating with PM, Engineering, L&D, and Marketing.
- Revamped onboarding to clarify next steps, reducing the time for new learners to achieve their first meaningful action.
- Created educational surfaces for trial and upgrade options, boosting engagement and clarifying subscription pathways.
- Implemented an AI-driven feedback mechanism that improved submission quality and sped up feedback times.
- Developed components for the Design System to enhance efficiency in product and marketing releases.

Designer at Mobilize

Aug 2020 — Aug 2021

As a Senior Product Designer, I developed intuitive user experiences for mobile and web platforms.

- Designed and prototyped user-friendly mobile apps and websites, enhancing overall user engagement.
- Partnered with Engineering to clarify feature requirements, ensuring smooth delivery across iOS, Android, and web while addressing technical constraints.

- Created reusable design components to ensure visual consistency and improve project efficiency.

Designer at Nodo

Jan 2020 — Aug 2020

As a Product Designer, I focused on crafting user-centered designs for financial applications, ensuring both usability and accessibility were prioritized.

- Developed responsive web and mobile experiences tailored for finance clients, emphasizing clarity and fostering user trust.
- Created key components of a multi-brand design system, such as design tokens and typography, to improve design consistency and speed up the development process.

Designer at Laboratório Experimental de Design - LED

Oct 2018 — Jul 2019

As a Product Designer, I have transitioned from creating visual identities to focusing on user experience and interface design, enhancing both usability and engagement.

- Developed cohesive visual identities and brand kits for nonprofits and universities, improving messaging consistency across digital and print.
- Established structured layouts and accessibility standards that facilitated my shift into UX/UI and product design, leading to more user-centered solutions.

Education

Bachelor in Design

IFSul - Instituto Federal Sul-rio-grandense, Pelotas