

Senior Product Designer | Human-Centered AI & 0→1 Products

Profile

Senior Product Designer with 15+ years of experience designing accessible digital products across AI, SaaS, enterprise, fintech, and EdTech. Skilled at turning ambiguous ideas into clear user flows, prototypes, polished interfaces, and implementation-ready solutions. Experienced in AI-assisted workflows, user research, design systems, functional prototyping, and close collaboration with founders, product teams, and engineers.

Professional Experience

Senior Product Designer — Chalky AI

2025 – Present

- Lead end-to-end design for AI-assisted learning experiences across responsive web and mobile products.
- Translate user needs, business goals, and technical constraints into flows, prototypes, polished interfaces, and implementation-ready specifications.
- Conduct usability testing with parents and children and apply findings across onboarding, dashboards, and learning journeys.
- Build and maintain a scalable Figma design system with reusable components, responsive patterns, and WCAG 2.1 AA standards.
- Partner closely with product and engineering teams throughout definition, handoff, implementation, and iteration.

Senior UX Designer — Dakia Canada

2023

- Redesigned an AI-assisted content creation flow, reducing task completion time by 15% and increasing engagement by 20%.
- Translated complex requirements into user flows, wireframes, interactive prototypes, and high-fidelity interfaces
- Conducted usability testing and used customer feedback to improve the end-to-end creation experience.
- Partnered with founders, product stakeholders, and developers to balance user needs, business goals, and technical feasibility.

Senior UX Designer — GlobalHitss

2022 – 2023

- Led the end-to-end design of a centralized conversational AI and bot management dashboard.
- Conducted discovery workshops, user research, journey mapping, and workflow analysis.
- Created scalable user flows, wireframes, interactive prototypes, and production-ready interfaces in Figma.
- Reduced iteration cycles by 30% through improved usability, design clarity, and stakeholder alignment.
- Collaborated with engineering through implementation and release.

UX Designer (Enterprise Products) — Bradesco Bank

2021 – 2023

- Designed complex digital loan and credit application journeys for a financial platform serving more than 70 million users.
- Translated business, compliance, and technical requirements into responsive flows, prototypes, and high-fidelity interfaces.
- Increased FGTS-backed loan conversion by 10% through UX simplification and clearer information hierarchy.
- Collaborated with Product Managers, developers, and compliance stakeholders across design and implementation.
- Improved enterprise design system consistency, reducing design errors by 5%.

Product Designer — Contract & Independent Projects	2019 – Present
• Delivered 15+ UX, web, and digital product projects across education, healthcare, small business, and non-profit sectors • Took early-stage concepts from discovery through flows, prototypes, visual design, implementation, and launch. • Conducted user interviews, journey mapping, usability testing, and rapid validation. • Designed accessible responsive websites and product experiences using Figma, HTML, CSS, JavaScript, React, and Firebase. • Achieved outcomes including 20% traffic growth, 30% lower booking friction, and 35% higher engagement.	

Education

Interactive Media Design – Seneca Polytechnic	2023 – 2025
Coursework: UX Strategy, Prototyping, Usability Testing, Accessibility (WCAG), Figma, Adobe XD, HTML/CSS, JavaScript.	
Enterprise Design Thinking Practitioner – IBM Institute	2024
Google UX Design Professional Certificate– Google	2023
Postgraduate Certificate in Digital Marketing and Strategy – Un. Mogi das Cruzes	2021

Languages & Tools

Portuguese: Native English: Professional proficiency French: Intermediate
Design & Collaboration Tools: Figma, FigJam, Miro, Mural, Jira, Confluence, Adobe Creative Suite, After Effects, Lottie, Microsoft Teams, Slack
Product & Technical Knowledge: Responsive web and mobile design, design systems, component libraries, developer handoff, interaction specifications, accessibility documentation, HTML, CSS, JavaScript, React/TypeScript collaboration
AI Tools: Claude, ChatGPT, Figma AI, AI-assisted prototyping and workflow exploration
Collaboration: Jira, Confluence, Notion, Slack, Microsoft Teams, Agile

Core Competencies

Human-Centered AI • 0→1 Product Design • AI-Assisted Workflows • Conversational AI • Product Discovery • User Research • Interaction Design • Functional Prototyping • Rapid Experimentation • Enterprise SaaS • Design Systems • Accessibility • Engineering Collaboration
