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## Product Design Lead

LEADERSHIP · STRATEGIC DESIGN · USER EXPERIENCE

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### Summary

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Ability to build relationships, lead multidisciplinary teams and develop talent in a collaborative environment. Successive recognitions for leadership positions. Focus on business results, always combined with the best delivery of value to the user.

### Education

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#### English Certificate 94/100 (C2 Proficient)

EF SET - Education First  
07/2023

#### Certificate in UX Design, Service Design, Design Thinking, Design Ops and Agile

How Bootcamps  
01/2020 - 12/2021

#### Graduate degree in Innovation and Future Management

OPET  
01/2016 - 12/2017

#### Graduate degree in Business Marketing

Universidade Federal do Paraná - UFPR  
01/2012 - 12/2013

#### Bachelor's degree in Design

UniBrasil  
01/2004 - 12/2006

### Professional experience

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#### Senior Product Design

##### Compass UOL Consulting - Client: Lojas Renner

03/2023 - Present

#### Responsibilities:

- Improve User Experience in registration, login, checkout and post-purchase journeys.

- Representative in the Transport and Delivery Working Group, helping apply design when conducting actions, encourage discussions about the impact on user experience and analyze indicators.

#### **Key results:**

- Improvements in the checkout flow with “collect in store” delivery method. Results: 36% decrease in general detractor comments and 20% regarding delivery date.
- Increased account security without impact on conversion, in some scenarios increased conversion, with a new experience for secure password and multi-factor authentication (2FA/MFA).

### **Product Design Lead**

#### **MadeiraMadeira**

01/2020 - 03/2023

#### **Responsibilities:**

- Led and managed a team of 5 product designers within the CX and Marketplace verticals, fostering constant alignment between business requirements, technical complexities, and user value delivery.
- Implemented soft and hard skills development plans for team members, ensuring ongoing engagement and growth.

#### **Key results:**

- Increased protocol openings from 35% (Jul-21) to 52% (Feb-22) through form simplification and usability enhancements.
- Achieved a 100% UI update of the customer login area (order list, registration data, addresses, wallet, privacy) to Design System Cavilha, streamlining interface maintenance and saving time.
- Successfully retained 80% of customer contacts who accessed Help Center articles by addressing key pain points in the post-sales journey.
- Reduced the contact rate regarding "doubts about the order" from 7.1% (Jan-22) to 3.4% (Mar-22) for customers who received the new transactional e-mail flow, thanks to standardization in information architecture and tone of voice. Simplified content management by reducing CMS templates from +25 to just 12 through a dynamic block structure.

### **Marketing Business Partner**

#### **Positivo Educational Group**

06/2018 - 12/2019

#### **Responsibilities:**

- Responsible for the marketing campaigns of Colégio Positivo. Communication and branding planning. Advertising agency management. Definition of online and offline media strategies with a focus on conversion (enrolments). Strategic presentations to the board.

#### **Key results:**

- Successfully managed 13 school units across 6 cities.
- Promoted from marketing analyst to business partner after 1.5 years.

#### **Skills**

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- More than 15 years of experience in design.
  - Proficiency in Figma, Adobe, Jira, Confluence, agile methodologies such as Kanban e Scrum.