Carol Levtchenko

+55 11 97413 1045 • carol.levtchenko@gmail.com

linkedin.com/in/carol-levtchenko • carol-levtchenko.com

Professional summary

Senior Product Designer with a strong foundation in UX design, informed by systems thinking and user-centered strategy. Experienced in leading research and delivering digital products with measurable business impact. Recognized for translating complex challenges into intuitive experiences that support business growth and creative empowerment, with a focus on using no-code and development tools to prototype ideas, collaborate effectively with engineering, and leverage AI tools to accelerate exploration, prototyping, and problem-solving.

Work experience

Senior Product Designer @ Globo   2025–Present

- Collaborate with 27 affiliate channels, expanding Globo's national reach and supporting 11% of the total income
- Led user research with affiliate partners to uncover local challenges and inform experience design
- Developed and scaled systematic landing page frameworks that cut design time from 3 days to ~2 hours and reduced development from 3 days to 1 day, improving accessibility, handoff quality, and overall launch efficiency
- Apply Design Thinking, responsive design, and UX best practices to create innovative, user-centered solutions
- across platforms
- Ensure accessibility by consulting WCAG guidelines and using Figma plugins for contrast and typography checks
- Create detailed design documentation in Figma for transparency and knowledge sharing

Senior Product Designer @ Traive   2024–2025

- Led redesign of the core credit request experience, aiming to improve clarity and usability in a key business flow
- Acted as the sole product designer on multiple high-complexity initiatives, balancing scope and consistency
- Collaborated with Platform Squad to evolve the Design System and shared components for end-to-end flows
- Conducted competitive analysis to benchmark features and identify differentiation opportunities
- Integrated interaction design patterns into deliverables for intuitive user flows
- Created wireframes using Figma libraries and AI tools to define screen structure with greater speed and
- precision
- Collaborated with engineering teams to ensure design feasibility, visual design consistency, and smooth handoff

Senior Product Designer @ Grupo SBF   2021–2024

- Led strategy, research, MVP launch, and continuous delivery of Nike's Social Commerce platform, enabling creators to generate personalized, trackable links powered by recommendation algorithms
- Built and scaled Social Commerce initiatives for Nike and Centauro, establishing a new digital business vertical
- Doubled influencer onboarding to nearly 500 creators and helped grow program revenue to R$1,000,000+,
- contributing 4% of total eCommerce income
- Acted as interim Product Owner, raising team efficiency from under 70% to 100% using Kanbanize
- Delivered end-to-end experiences through journey mapping, mobile/desktop prototypes, and iterative UI testing

Bootcamp Teacher Assistant @ Ironhack   2021–2024

- Mentored and supported aspiring Product Designers in a hands-on bootcamp setting
- Helped students achieve high final project scores (8–9 out of 10), contributing to strong employability outcomes

Product Designer @ Trader's Club   2021

- Led strategic user research for a new income tax reporting feature (Imposto de Renda), engaging with traders across multiple profiles to uncover pain points and needs
- Delivered an extensive research report that directly informed the development of what later became the Sencon
- IR calculator, ensuring solutions were grounded in trader needs and pain points
- Designed and prototyped a strategic feature integrating real-time stock data from multiple sources
- Validated solutions through usability testing and customer feedback analysis, improving the product experience for investors

Product Designer @ Mercado Bitcoin   2020

- Created wireframes and prototypes for cryptocurrency product pages, aligning usability with business goals
- Contributed to projects in a fast-paced, low-maturity UX environment, gaining early product experience

Customer Experience Analyst @ Nubank   2017–2020

- Handled high-sensitivity customer cases and collaborated with cross-functional teams across design, project management, and engineering to identify product and service improvements
- Provided insights that led to award-winning improvements in service and design

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Education   **Pontifical Catholic University of Rio Grande do Sul,**   **2025**
São Paulo, SP, Brazil

Postgraduate in UX Design

Pontifical Catholic University of São Paulo, São Paulo,   **2020**
SP, Brazil

Bachelor's Degree in International Affairs

Core skills   Product Strategy, User Experience Design, User Interface Design, Design Thinking, Interaction Design, Information Architecture, User Journey Mapping, User Research, Competitive Analysis, Accessibility Design, Usability Testing, A/B Testing, Prototyping, Wireframing, Design Systems, Branding, Design Documentation, Stakeholder Collaboration, Creative Thinking, Attention to Detail, Agile Methodologies

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Tools &   Figma, FigJam, Notion, Miro, Zeroheight, Tokens Studio, Maze, Lookback, Hotjar, Webflow,
platforms   Framer, WordPress, GitHub, Google Analytics, Amplitude, Adobe Illustrator

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Technical &   HTML, CSS, JavaScript (React), CMS, Dynamic Content, No-code (Webflow, Framer,
no-code   WordPress), GPT, Google Cloud AI, Midjourney

Certifications   UX Strategy for Devising AI-Driven Products (Jaime Levy, 2025), UX and Product Metrics (PunkMetrics, 2024), Design Systems (The Starter, 2025), Conducting Healthy and Optimized Handoffs (The Starter, 2025), Product Discovery (PM3, in progress, 2025), Information Architecture (Mergo Design School, 2024)