

Senior Product Designer • Brazilian based in LATAM • European Union citizen • Open to relocation

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## Professional summary

I'm a french-brazilian Senior Product Designer with a strong foundation in UX design, informed by systems thinking and UX 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 users' empowerment. Familiar with no-code and development tools to prototype ideas, collaborate effectively with engineering, and leverage AI tools to accelerate exploration, problem defining, prototyping, and problem-solving.

## Work experience

### Senior Product Designer @ Globo 2025–Present

- Collaborated with 27 affiliate channels, expanding Globo's national reach and supporting 11% of the total income
- Facilitated Design workshops for ideation along with affiliate partners, teammates and stakeholders, so the product could benefit from diverse perspectives
- Led user research with affiliate partners to uncover local challenges and inform experience design
- Designed 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 design, handoff quality, and overall launch efficiency
- Implemented Design Thinking and UX best practices to create innovation through user-centered solutions across platforms
- Guaranteed accessibility design deliveries by consulting WCAG guidelines and using Figma plugins for contrast and typography checks
- Delivered detailed design documentation in Figma for transparency and knowledge sharing

### Senior Product Designer @ Traive 2024–2025

- Led, as a Senior Product Designer, the redesign of the core credit request experience, aiming to improve clarity and usability in a key business flow, reducing churn and improving user satisfaction by 17%, measured through comparison of before and after NPS survey
- Led Design decisions as the sole Product Designer on multiple high-complexity initiatives
- Delivered the new and evolved Design System for end-to-end flows, creating 16 new components and more than 100 design tokens, both primitive and semantic
- Conducted competitive analysis to benchmark features and identify differentiation opportunities
- Integrated interaction design patterns into deliverables for intuitive user flows
- Designed 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
- Designed and scaled Social Commerce initiatives for Nike and Centauro, through a responsive website, establishing a new digital business vertical
- Collaborated with product growth, doubling influencer onboarding to nearly 600 creators and helped increase program revenue to R\$2,000,000+, contributing to 4% of total eCommerce income
- Orchestrated and facilitated Design workshops in order to co-create with both teammates and stakeholders, helping the business to eliminate product risks.
- Led product efficiency as interim Product Owner, raising team efficiency from under 70% to 100% using Kanbanize
- Delivered responsive and end-to-end experiences through journey mapping, mobile prototypes, desktop prototypes, concept testing and usability testing

### Bootcamp Teacher Assistant @ Ironhack 2022–2023

- 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

# Carol Levtchenko

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## Product Designer @ Trader's Club

2021

- Led, as a Product Designer, 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, enabling the product to reach the mark of more than 300 clients consired satisfied and more than 20 million documents processed
- Designed and prototyped Cotações, a strategic feature for desktop and both iOS and Android systems, that integrated real-time stock data from multiple sources, making them available for users to check in real time, which increased user retention to ~90%
- Orchestrated usability testing to validate solutions, and used tools such as Hotjar and Google Analytics to gather feedback analysis and improve the product experience for investors

## Product Designer @ Mercado Bitcoin

2020

- Created wireframes and final prototypes for cryptocurrency product pages for the App in both iOS and Android systems, aligning usability with business goals
- Contributed as a Product Designer 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

## Skills & tools

### 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

### Tools & platforms

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

### Technical & no-code

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

## Education

### Pontifical Catholic University of Rio Grande do Sul, São Paulo, SP, Brazil

2025

Postgraduate in UX Design

### Pontifical Catholic University of São Paulo, São Paulo, SP, Brazil

2020

Bachelor's Degree in International Affairs

## 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)