CAROL LEVTCHENKO

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in/carol-levtchenko/

Carol Levtchenko · Senior Product Designer
UX Strategy · Systems Thinking · No-code

Education   01

Pontifical Catholic University of São Paulo
2014 - 2019 I São Paulo

Bachelor's Degree I International Affairs

Pontifical Catholic University of Rio Grande do Sul
2024 I São Paulo

Postgraduate I UX Design

Languages   02

Portuguese (native), English (fluent), Spanish (fluent), French (intermediate)

Skills   03

Product Strategy, User Research, Information Architecture, Design Systems, Prototyping, Usability Testing, Design Handoff, Responsive Design, CMS & Dynamic Content, HTML, CSS, JavaScript (React), No-code (Framer, Webflow, WordPress)

Tools   04

Figma, Framer, Webflow, WordPress, GitHub, Maze, Lookback, Hotjar, Google Analytics, Amplitude, Miro, FigJam, Notion, Zeroheight, Tokens Studio, Adobe Illustrator, Artificial Intelligence (GPT, Google Cloud AI, Midjourney)

Experience   05

Globo | Product Designer | Sênior
April 2025 - Present

Led research with affiliate partners to uncover challenges and opportunities, generating actionable insights for product decisions. Developed a systematic landing page framework to accelerate event launches with visual consistency and delivery efficiency.

Traive | Senior Product Designer | Sênior
October 2024 - April 2025

Sole product designer handling multiple high-complexity initiatives. Led the redesign of the credit request experience (core to the business) and collaborated with the Platform Squad to evolve the Design System and shared components, gaining a strategic view of end-to-end flows.

Grupo SBF | Product Designer | Sênior
September 2021 - October 2024

Contributed to the creation of Nike's and Centauro's influencer marketing program, connecting creators to revenue through Social Commerce. Worked end-to-end: vision definition, journey mapping, and delivery of mobile and desktop prototypes. Helped establish a new digital business vertical.

Trader's Club | Product Designer | Pleno
January 2021 - September 2021

Designed and delivered a strategic feature for investors, integrating multiple data sources to consolidate real-time stock data and offer detailed analysis. Strengthened the company's investment ecosystem.