

Júlia Pantaleão

Product Designer | UX/UI Specialist

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Product Designer with solid experience in complex digital products, currently focused on the financial sector. End-to-end involvement across the product development lifecycle, from discovery and user research to high-fidelity delivery and performance tracking. Strong expertise in building and documenting scalable Design Systems, ensuring consistency and efficiency across product and engineering teams. Data-driven and focused on connecting user needs with business goals, with experience in agile environments and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

**Product Designer at Opea Capital, Fintech**    aug 2024 — present

- Led the conception, governance, and evolution of a multi-product Design System, structuring information architecture, backlog, and documentation, reducing visual inconsistencies and accelerating engineering delivery.
- Designed complex financial platform flows, directly contributing to product strategy and hypothesis validation with stakeholders and clients.
- Conducted continuous discovery through usability testing, heuristic analysis, and hypothesis validation, influencing roadmap decisions and product prioritization.
- Partnered closely with Product Managers and Engineering to define requirements and align with OKRs, ensuring balance between technical feasibility, business value, and user experience.

**Product Designer at Smarthis, RPA & AI Startup**    oct 2023 — jul 2024

- Optimized interfaces focused on conversion and performance, leveraging quantitative data (Mouseflow, Microsoft Clarity, RD Station) to drive design decisions and improve information architecture.
- Worked directly on the redesign of the Smarthis Hub platform, modernizing the UI and restructuring automation flows based on usability heuristics.
- Created and maintained component libraries and style guides, increasing visual consistency and development speed.

**UX/UI Designer at SuperOpa, Startup B2C**    jan 2022 — aug 2022

- Designed and optimized checkout flows and mobile experience, directly impacting app conversion rates.
- Collaborated closely with Customer Experience teams to translate user feedback into actionable product improvements.
- Built the product style guide, establishing the foundation for scalable interface consistency.

**Digital Designer at Brand Connect & Degrau, B2B Agencies**

mar 2020 — dec 2021

Designed high-performance interfaces and landing pages for major clients such as PayPal, Red Bull, and Verizon, focusing on conversion and visual storytelling.

HARD SKILLS

Product Discovery • Design Thinking • User Research • Usability Testing • Information Architecture • Journey Mapping • Design Systems (Creation & Documentation) • Responsive Design • Accessibility (WCAG) • Product Metrics (Google Analytics, Hotjar/Clarity) • A/B Testing • Figma (Advanced) • Adobe Creative Suite • Miro • Maze • Notion

SOFT SKILLS

Technical leadership • Stakeholder communication • Product mindset • Systems thinking • Adaptability in agile environments

LANGUAGES

Portuguese — Native

English — Advanced

EDUCATION

**Bachelor's Degree in Graphic Design**

2021 — 2023 • UNICID

**Technical Course in Internet Computing**

2016 — 2017 • ETEC

CERTIFICATIONS

**Advanced UX/UI** out 2024 • CoderHouse

**Google UX Design Professional Certificate** set 2023 • Coursera