

Laura Gonçalves

PRODUCT DESIGNER PORTFOLIO



Hello! Nice to meet you.

I'm **Laura**, a Munich-based Product Designer with **6+ years of experience** shaping scalable, accessible, and user-centered products.

I've worked across startups and enterprises, in both B2B and B2C contexts, **turning complex challenges into intuitive, buildable experiences**. I believe **great design lives at the intersection** of developer empathy, customer obsession, and business strategy.

[/lausang](#)

lauragoncalves.me

hello@lauragoncalves.me

+49 1517 0847537

Professional timeline



Itaú Unibanco

Latin America's largest bank

Junior UI Designer

Jan 2018 — Aug 2019



Arco Educação

Brazilian edtech unicorn

Junior Product Designer

Sep 2019 — Mar 2021



XP Inc

Brazil's #1 investments bank

Product Designer

May 2021 — Jan 2023



Visa

Brazil Branch

Product Design Consultant

Apr 2023 — Jun 2023
(temporary contract)



Freeletics

Europe's leading fitness app

Growth Product Designer

Aug 2023 — current

Skills



DESIGN SKILLS

End-to-end product design Wireframing Prototyping UX Writing Accessibility Design systems

Data-driven design UX Research Design documentation

SOFT SKILLS

Agile methodology Workshop planning and facilitation Stakeholder alignment Cross-functional collaboration

Project management

PRODUCT SKILLS

A/B Testing Funnel optimization Data analysis Cross-functional collaboration

Languages



English (Fluent / professional)

Portuguese (Native)

German (Basic)

Spanish (Basic)

Highlights



Short case studies on two projects I'm very proud of

Offboarding

Designing a cancellation flow that is easy to use, and easier to reconsider

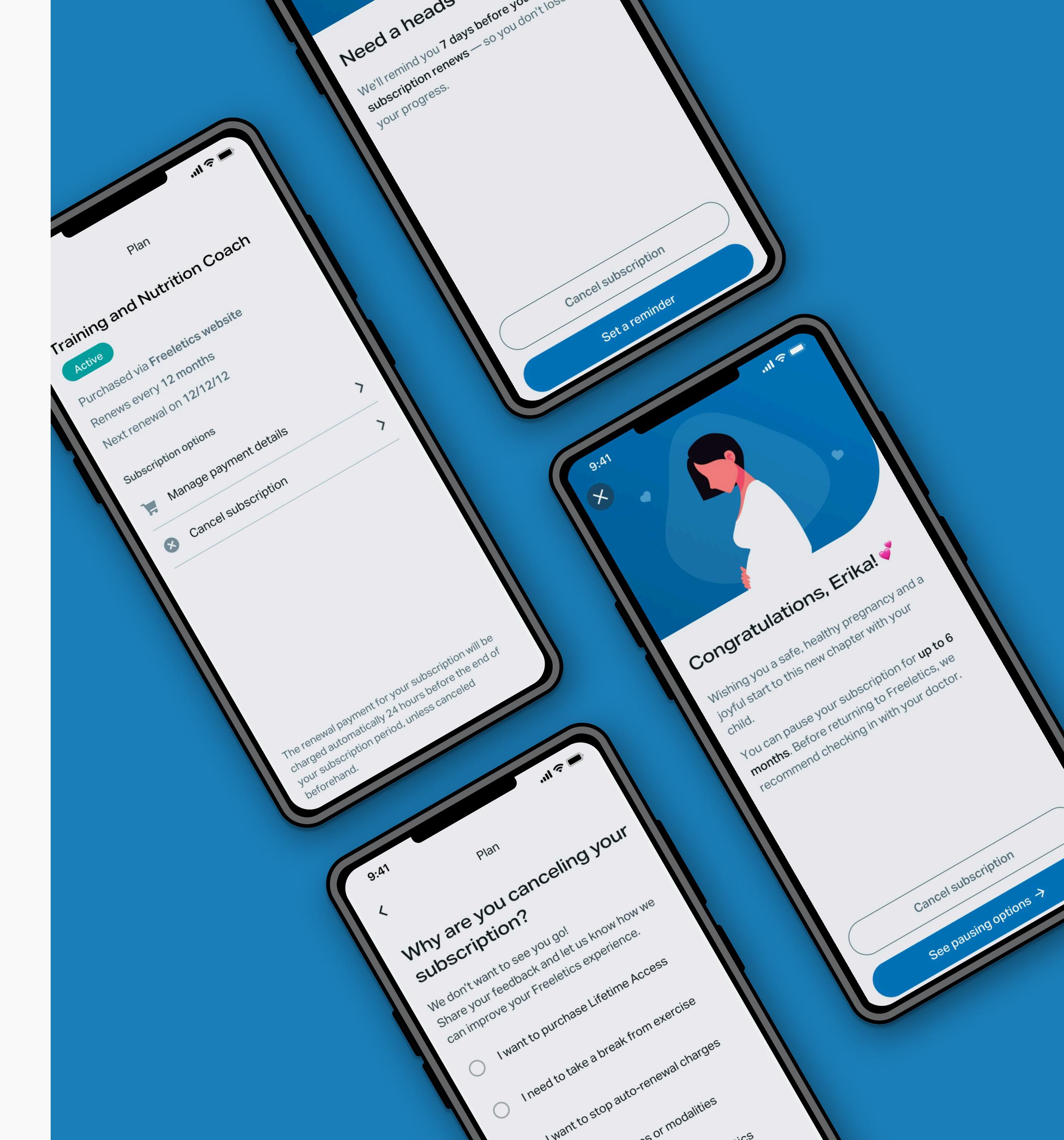
COMPANY
Freeletics

ROLE
Growth Product Designer

YEAR
2025

SKILLS AND CONTRIBUTIONS

- Desk research
- UI/UX Design
- Data analysis
- Results-orientation
- Product discovery



my analysis 🔎

← Plan

Training & Nutrition Coach

Lifetime Access

Active

Purchased on web

Options

Restore Plan

The renewal payment for your subscription will be charged automatically 24 hours before the end of your subscription period, unless canceled beforehand.

View and manage your auto-renewable subscription by clicking on "Manage subscription & payment".

USER'S PERSPECTIVE



How do I cancel?

In the app (the main touchpoint for users) there was **no option to cancel a subscription**, which left many feeling trapped. The only way out was through the web, but the app provided **no guidance** or warnings about this process.



What is the status?

The plan page was plain and **not scannable**. In one glance, it was hard to tell the status of the subscription and when or if it would renew.



COMPANY'S PERSPECTIVE



What are our main churn drivers?

In the web-based flow, the survey on cancellation reasons appeared only after users had already left. As a result, response rates were low, leaving us with **little insight and no chance to reverse the decision**.



Blame it on auto-renewal

From the data we could collect, the main cancellation driver was a well-known issue at Freeletics: users **strongly disliked the automatic renewal** policy with no prior warning and would fill the CE team and reviews

★★★★★ 🇦🇺 Australia

Beware the auto renewal

If you subscribe, after it expires there is an auto renewal, with no warning. There is no recourse to cancel.

They provide a weekly email update, but do not email you an alert of your upcoming

★★★★★ 🇬🇧 United Kingdom

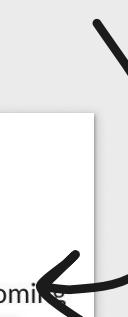
Disappointed

The app is decent but any company that auto-renews for a (large) fee without

★★★★★ 🇩🇪 Germany

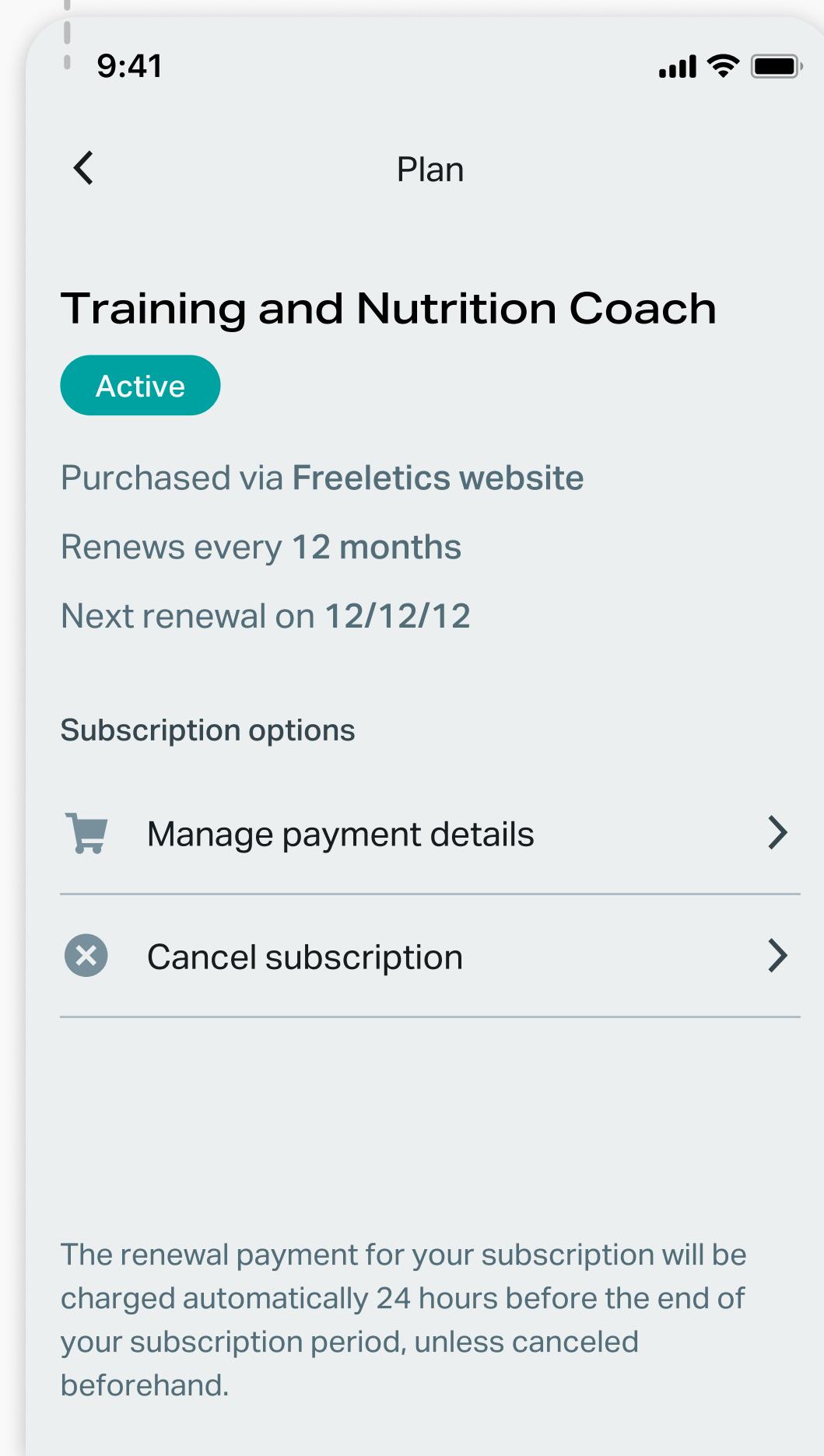
Unauthorised Charge - Feels Like a Scam

I was charged for a subscription renewal without any prior notice, despite the fact that the card on file had expired. I had assumed, reasonably, that the plan had ended. No reminder was sent, no option to cancel was offered, and support refused to issue

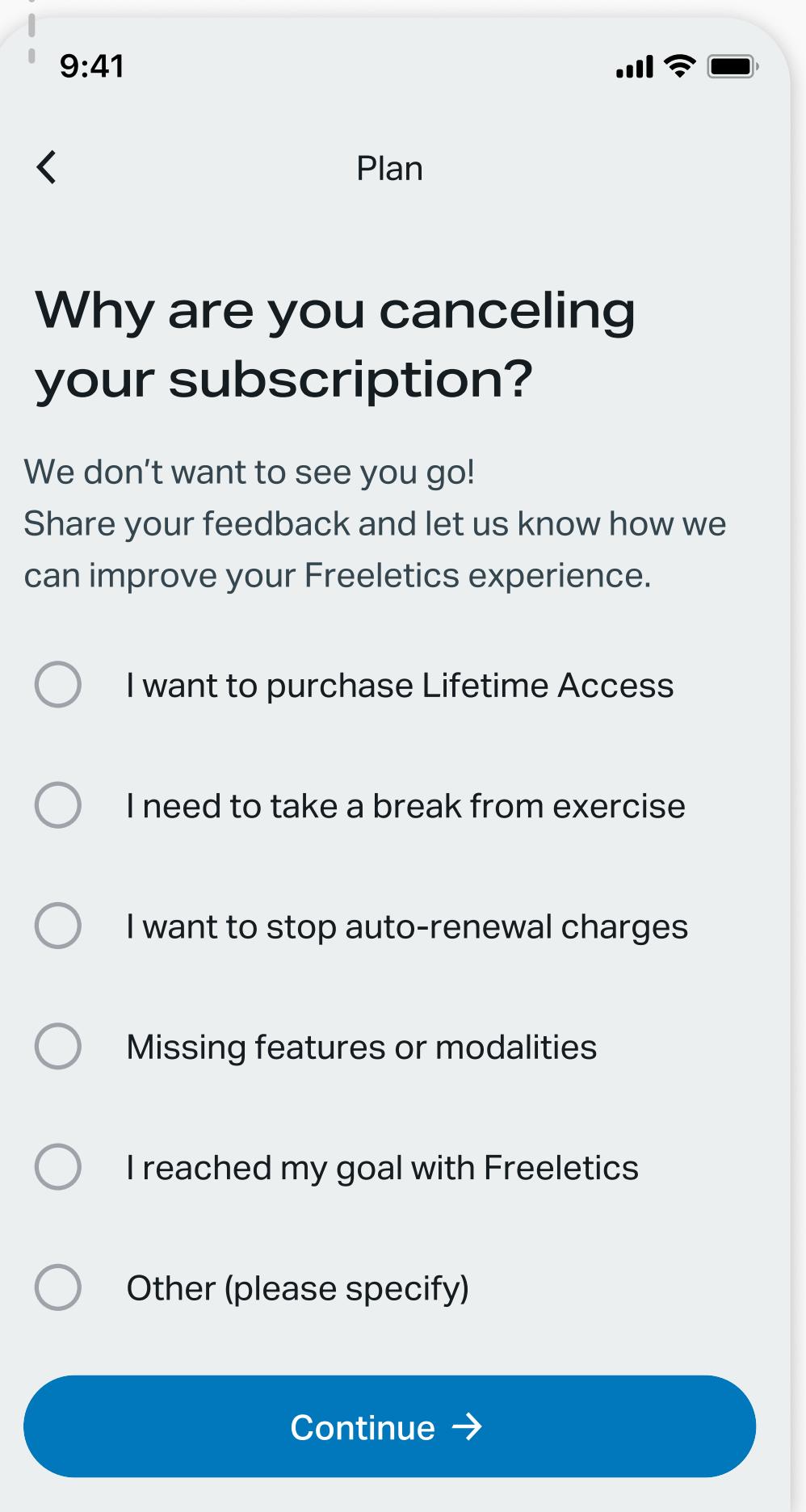


my proposal 🖍

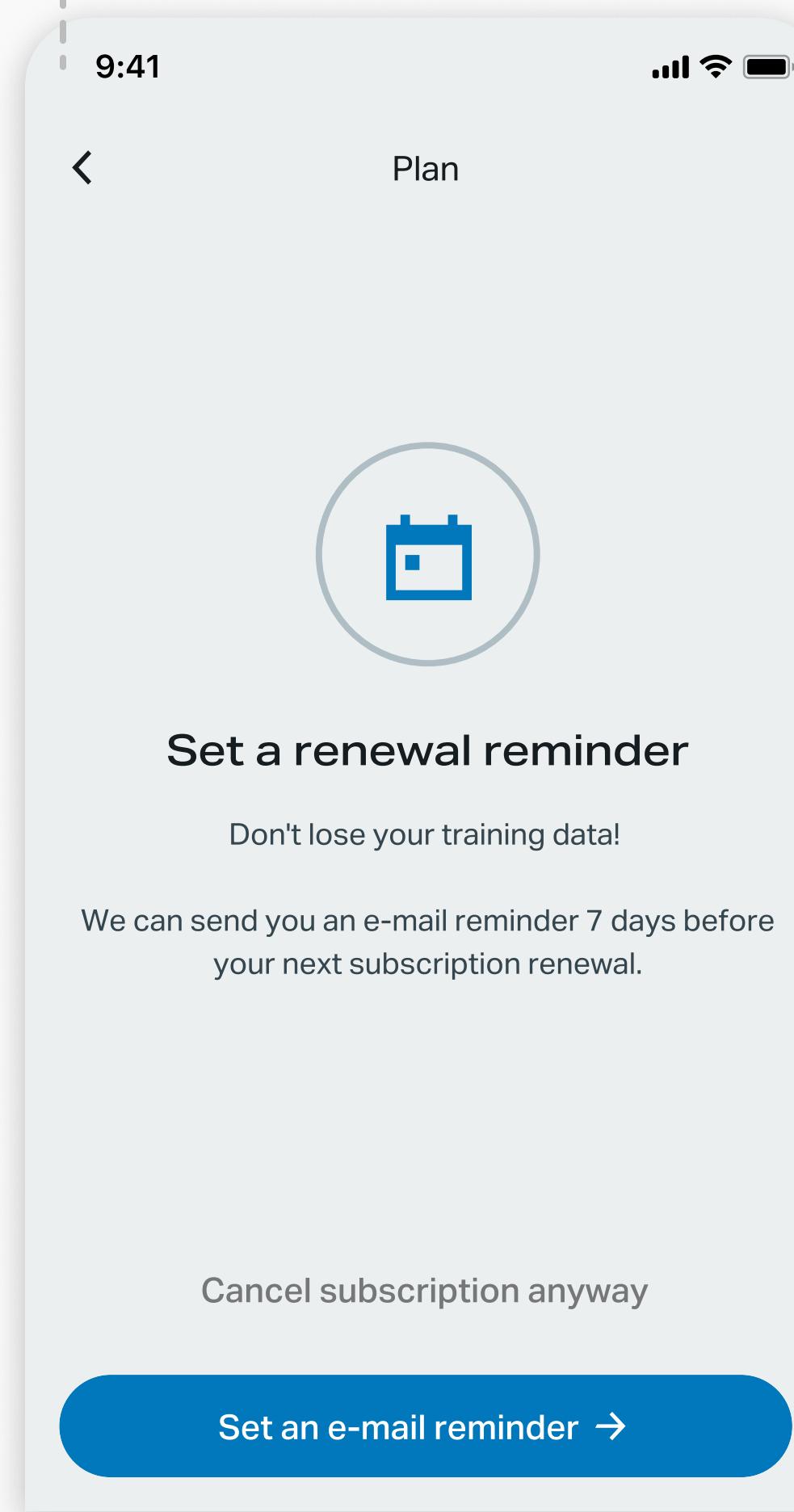
Redesigned plan page gives users **instant status visibility** and **clear paths** for adjustments.



Mapping reasons early enables proactive retention and **informs possible product improvements**



Offering flexible and tailored alternatives to cancellation **help retain users**.



02

sprints of design + implementation time



Quick implementation and big impacts

Making it easy for users to go turned out to be the best way to make them stay

-22%

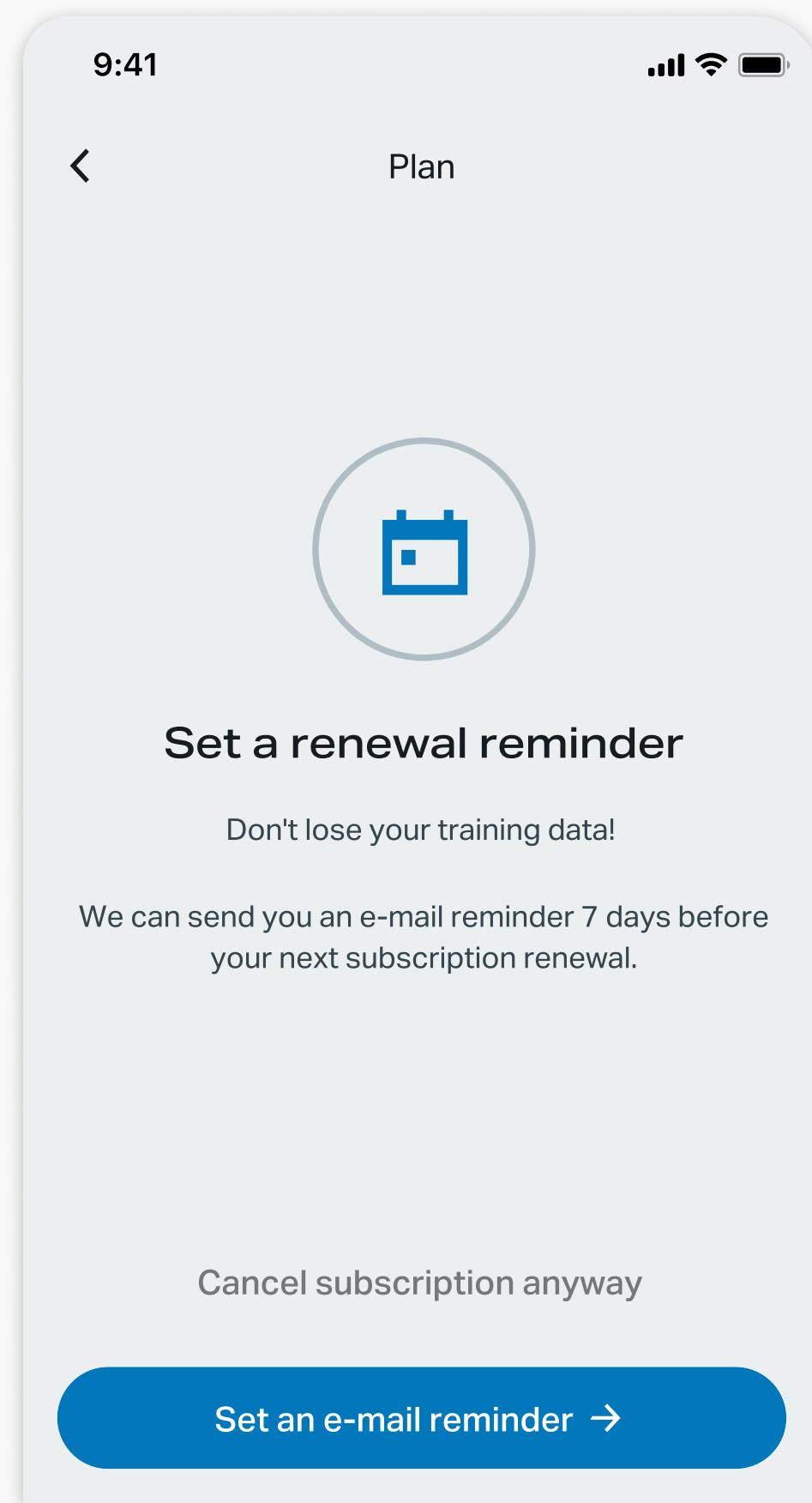
churn reversion by **addressing auto-renewal concerns**

-4%

churn reduction considering all other cancellation reasons

Freeletics brand approved ❤

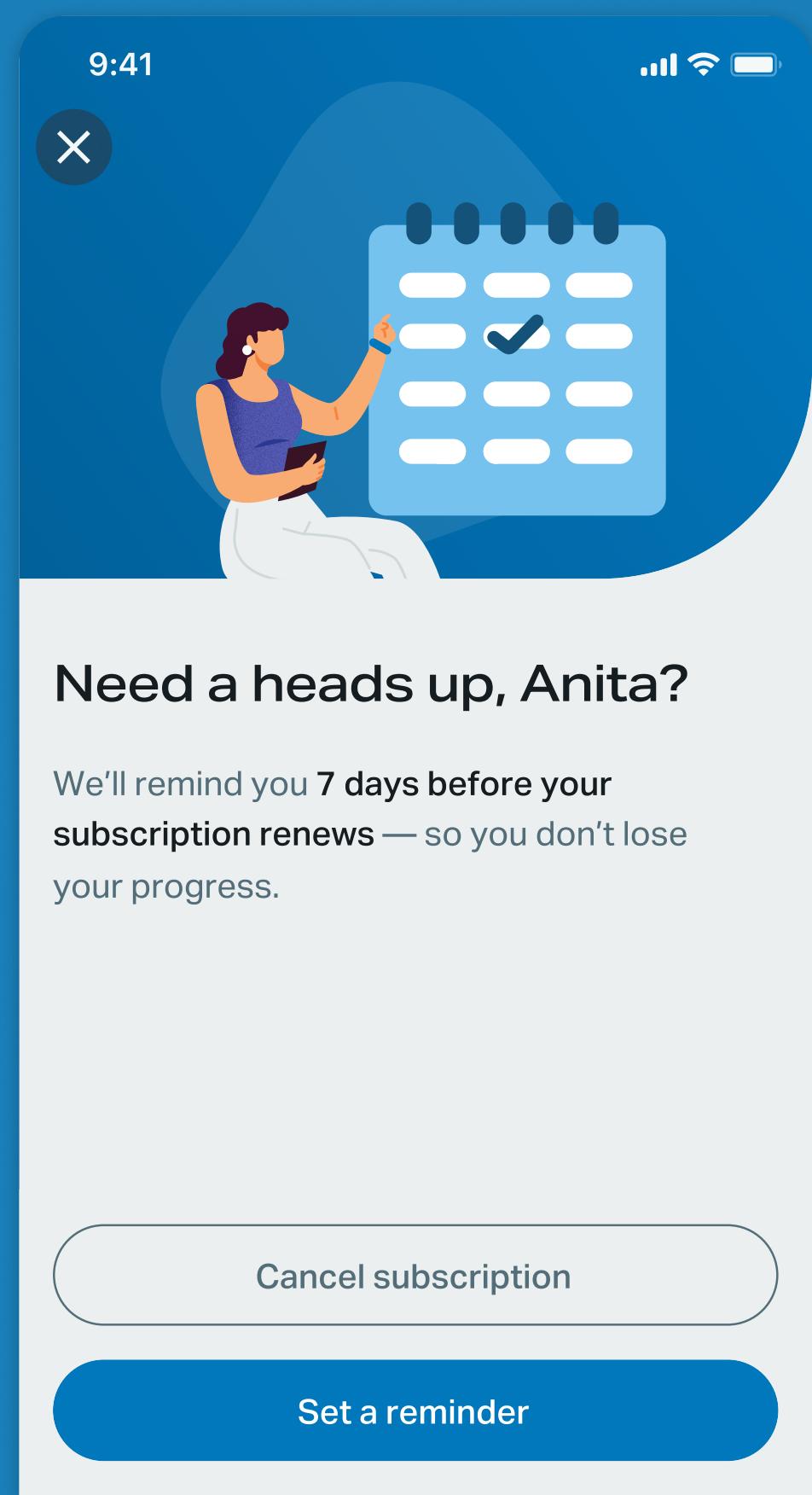
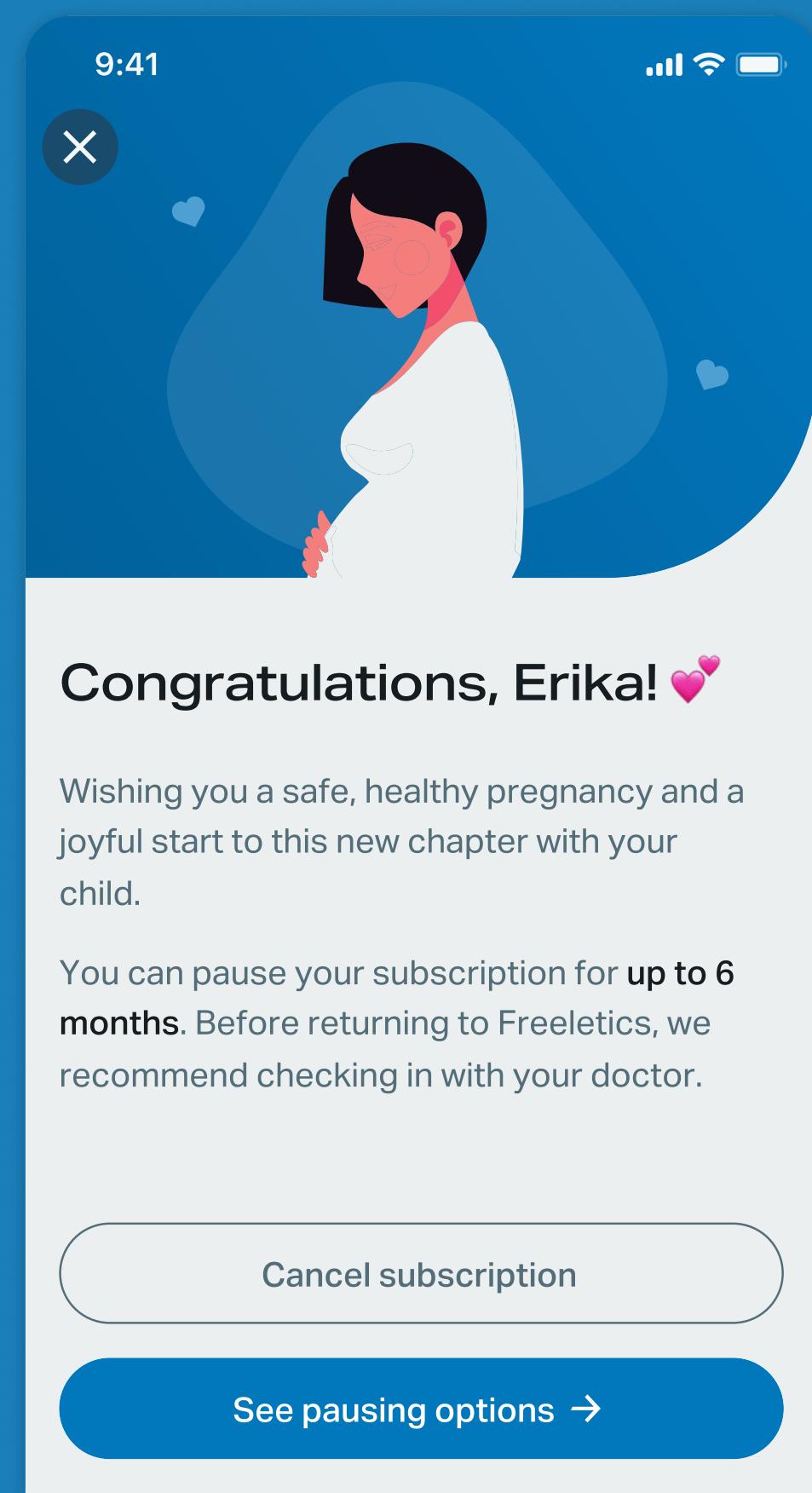
While designing the Offboarding flow, I adhered to Freeletics' brand guidelines: the design had to remain minimal and plain, keep a strong presence of gray, and illustrations were explicitly forbidden.



My refurbishing 🌈

If I could reimagine the final screens, I would use color and illustrations to create warmth and bring joy to an otherwise tedious process.

Both of the illustrations from the examples are from Freepik.



Profile

Transforming an overlooked shortcuts list into a central hub for account insights and seasonal needs

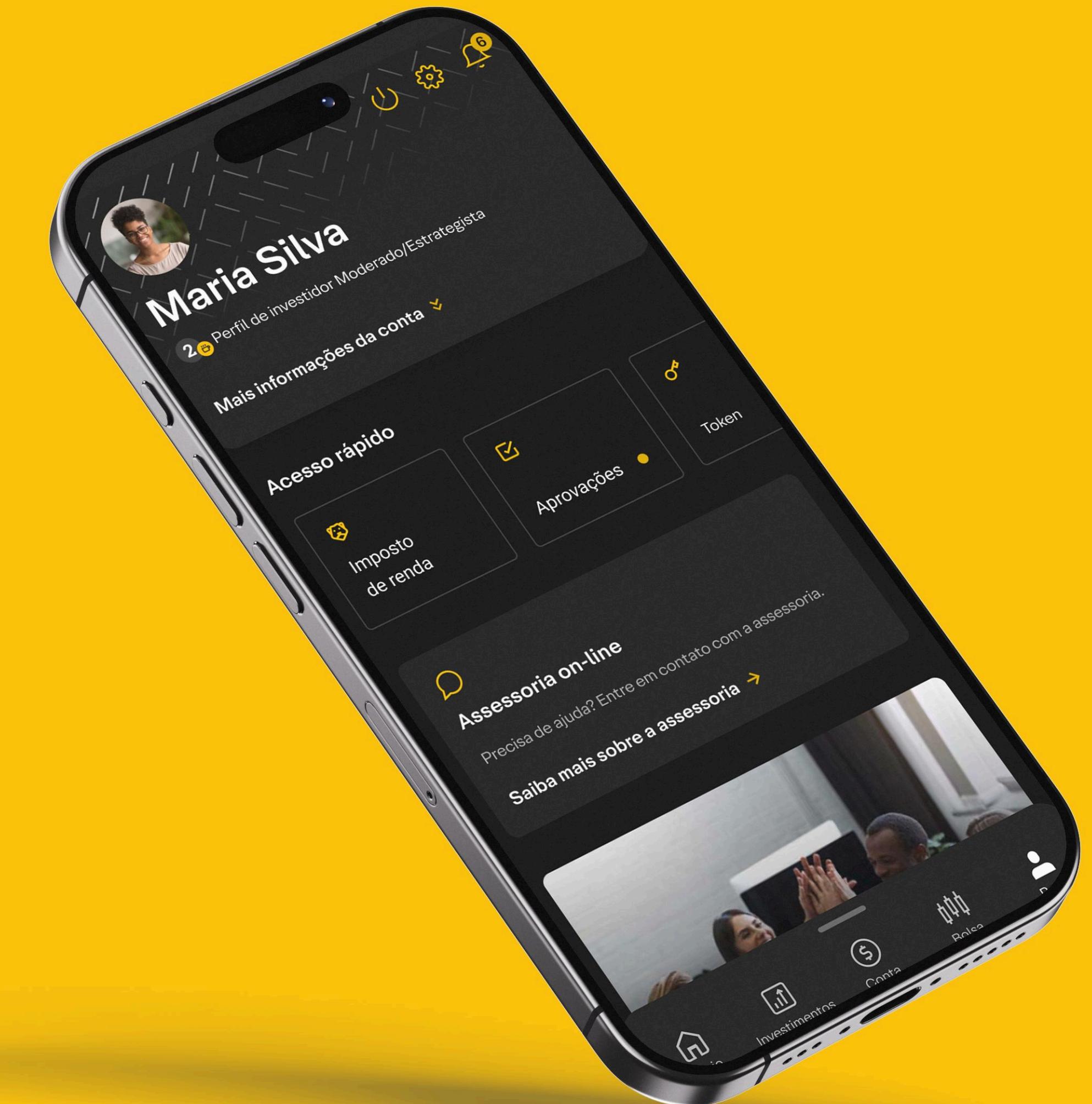
COMPANY
XP Inc

ROLE
Product Designer

YEAR
2021

SKILLS AND CONTRIBUTIONS

- UX Research
 - User Interviews
 - UX/UI Design
 - Product discovery
-
- Workshop planning and facilitation



my analysis 🔎

LAURA DOS SANTOS GONCALVES
Conta: 5588752

- Minhas ordens >
- Aprovações >
- Token >
- Biometria >
- Notificações >
- Imposto de Renda >
- Perfil de investimentos >
- Dados cadastrais >
- Dúvidas frequentes >
- Aviso Legal >
- Sobre o app >

USER'S PERSPECTIVE



Where are my accounts?

The information displayed here did not reflect the reality of the **multiple accounts available** to the user and could cause confusion.



This looks off...

Inherited components **didn't match the new design system**. In banking, consistency isn't just aesthetic: it assures users they're in a **trustworthy environment**.



What does what?

There was **no clear separation** between account configuration items, application configuration, and shortcuts to functionalities.

COMPANY'S PERSPECTIVE



Untapped potential

In a cross-company workshop I facilitated, stakeholders agreed the **area was overlooked** and could serve as a **hub for promoting features**, given its high traffic: it was the 4th most accessed area from the home page.

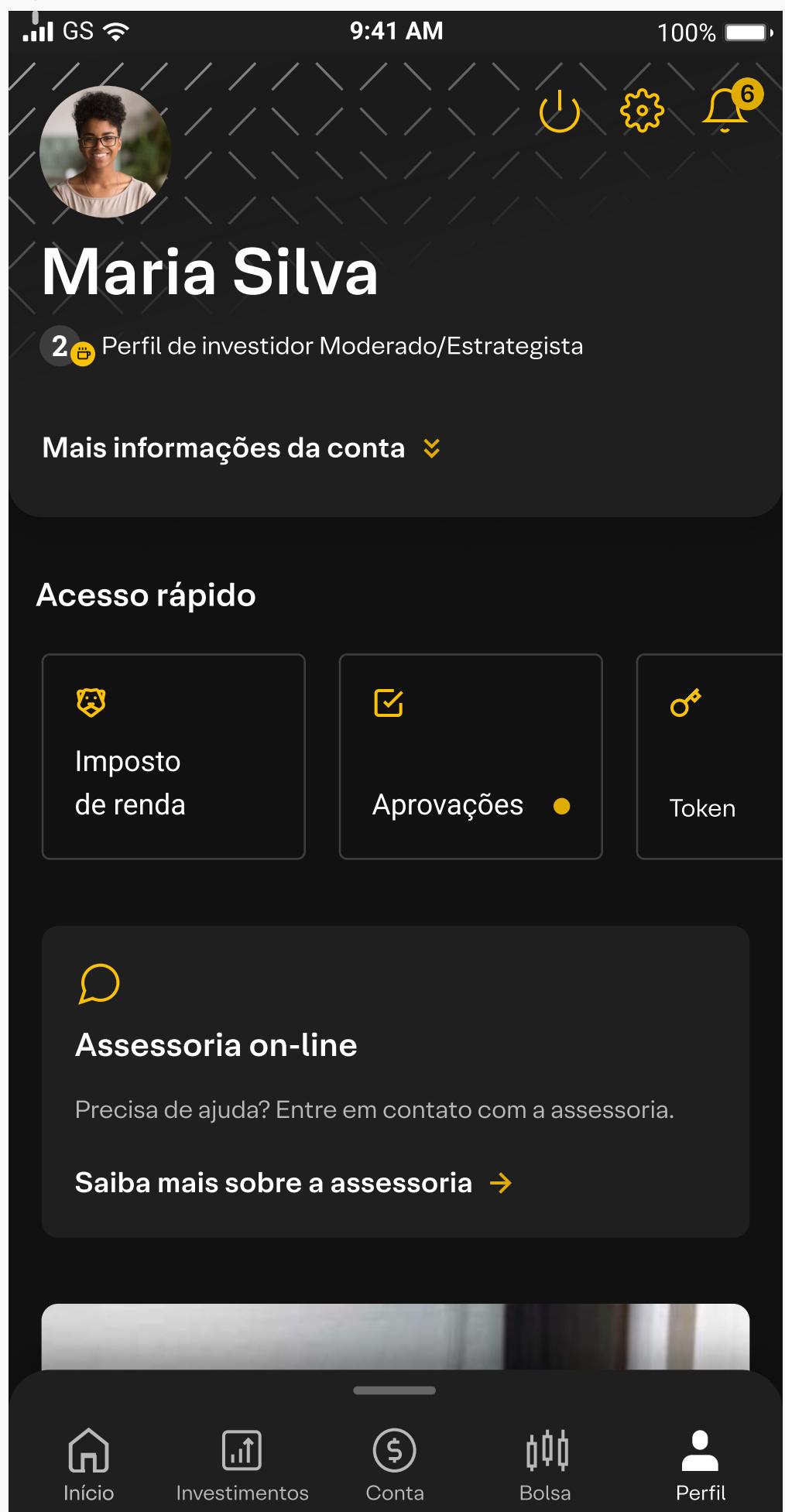


When Features Hide in Plain Sight

In this same workshop, we learned that it was **more natural for users to contact support than to browse the list of shortcuts**. A clear example was the spike in requests for tax documents near filing deadlines, even though these were always available on demand in the profile.

my proposal 🖍

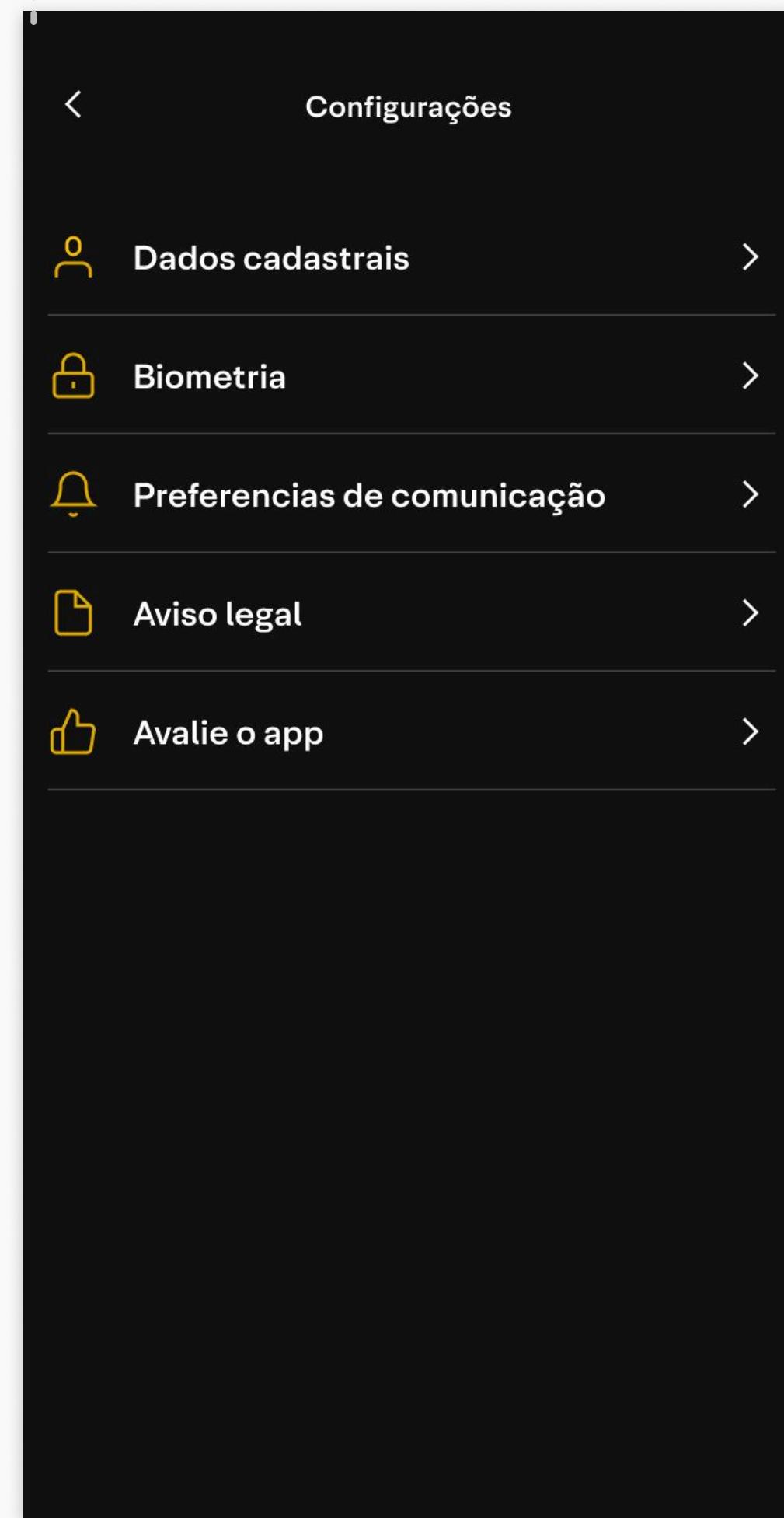
New main profile redesigned as a hub to concentrate main features



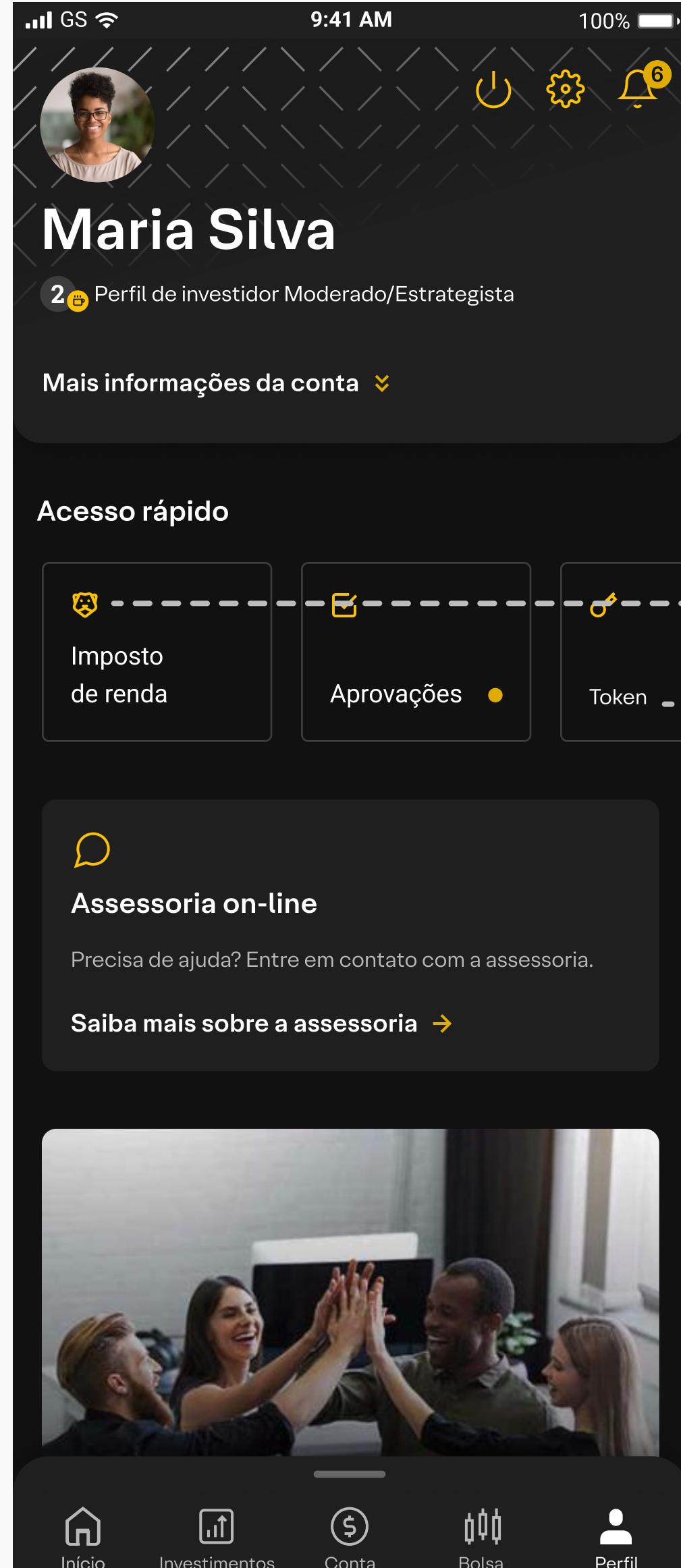
The expandable header concentrated the account information like account number and investors profile



App settings were now separate into a simple list



my proposal 🖊



Quick access carousel concentrating all the **most tapped features**.

The carousel order is dynamic and **adapts to seasonality**: during tax filing periods, the tax documents shortcut appears first, while items with pending notifications move to the first positions automatically.



Since the Brazilian Tax Office's main symbol is a lion, I **designed an icon for instant recognition**, aligned with the Soma Design System grid and guidelines.



the **average rating** for the profile experience changed from 3/5 to **4/5** after implementation



The support team reported a **drop in tickets related to tax documents** tickets post-launch

Results

From ‘just a profile’ to a feature powerhouse

Shots



One-page view on a couple of projects from my career

Buying Page

Reducing decision fatigue in a key-moment for conversion

COMPANY
Freeletics

ROLE
Growth Product Designer

YEAR
2025

SKILLS AND CONTRIBUTIONS

UX Research

UX/UI Design

Product discovery

The screenshot shows a laptop displaying the Freeletics website's buying page. The top navigation bar includes links for Training, Nutrition, Blog, and Shop, along with language (EN), login, and a prominent 'Start now' button. A large banner features a smiling woman holding a water bottle, with the text 'Start now and change your life' and a 'Discover how Freeletics works' button. To the right, a section titled 'Select the duration of your plan' offers four options: 'Lifetime' (highlighted with a green 'BEST VALUE' badge), '6 Months', '3 Months', and 'Personalized Nutrition plan'. Each plan has a price, payment frequency, and a 'Buy now' button. Below this, a box details the 'Training + Nutrition Bundle' plan, listing its benefits: tailored workout plans, equipment-free training, flexible sessions, and nutritional support.

www.freeletics.com

Training Nutrition Blog Shop EN Log in Start now →

8:15 | FREE LETICS Log in EN

Start now and change your life

Discover how Freeletics will help you

Include personalized Nutrition plan in my subscription

BEST VALUE

Lifetime 550€ 250€ one time payment

Commit to a lifetime of fitness!

Start now →

12 Months 3.50 € /week

Start now

Start now and change your life

Discover how Freeletics works

Select the duration of your plan

Personalized Nutrition plan

BEST VALUE

Lifetime 550€ 250€ one time payment

Commit to a lifetime of fitness!

Buy now →

6 Months 3.50 € /week
billed once

Buy now

3 Months 3.50 € /week
billed once

Buy now

Your plan:

Training + Nutrition Bundle

- Workout plans tailored to your fitness level and goal: beginner, intermediate, or advanced.
- Train with equipment or just your body weight anywhere you like—at the gym, at home, or outdoors.
- Flexible, adjustable sessions that adapt to your daily needs—your Freeletics AI Coach is always ready.
- Nutritional plan to fuel your goals with delicious and healthy recipes to supplement your workouts.

new homepage

Turning a mix of financial products into one simple hub for users' financial life

COMPANY
XP Inc

ROLE
Product Designer

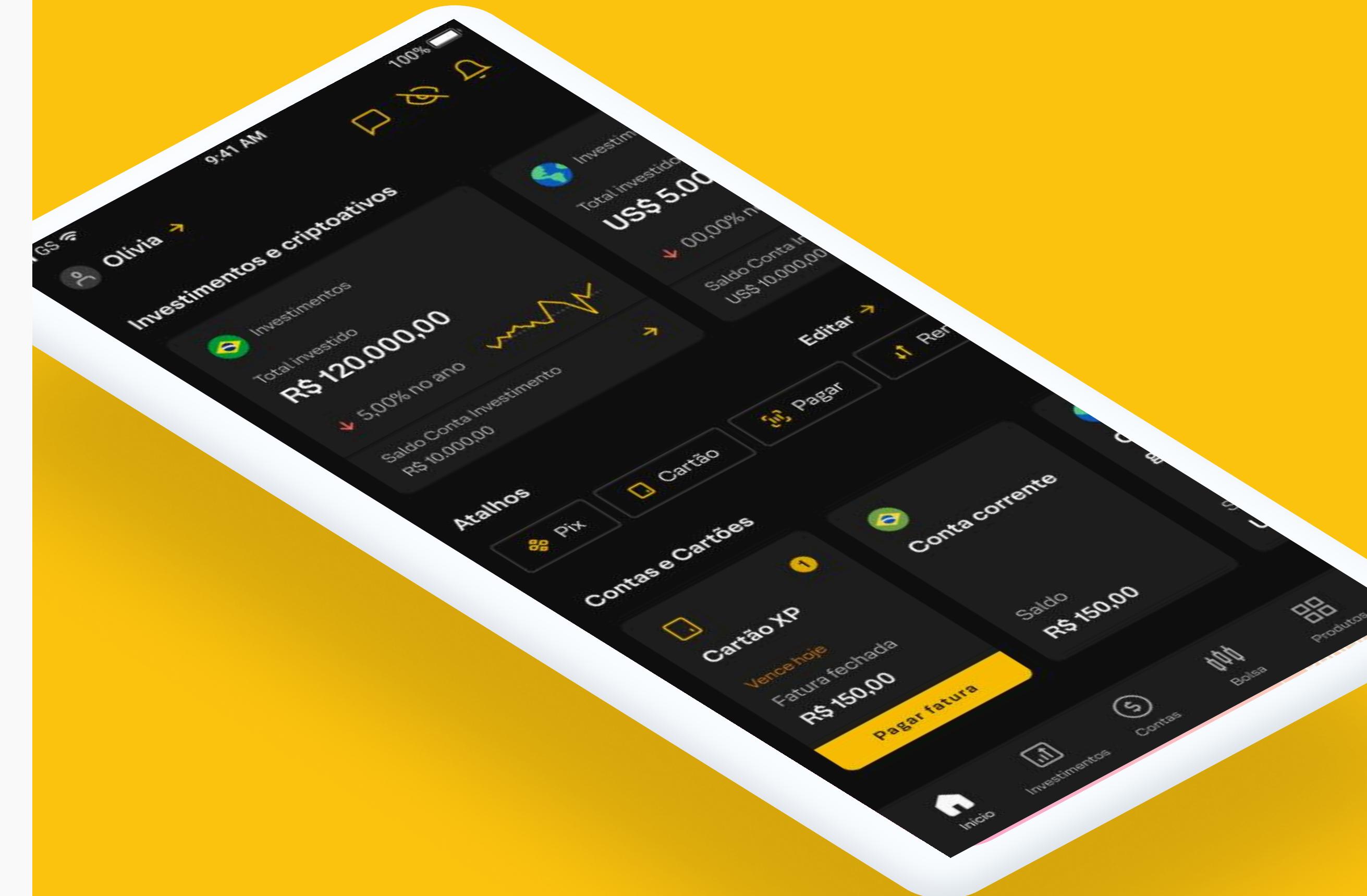
YEAR
2021

SKILLS AND CONTRIBUTIONS

UX Research

UX/UI Design

Product discovery



9:41 AM 100%

Olivia →

Investimentos e criptoativos

Investimentos

Total investido **R\$ 120.000,00**
↓ 5,00% no ano

Saldo Conta Investimento R\$ 10.000,00

Investimentos globais

Total investido **US\$ 5.000,00**
↓ 0,00% no ano

Saldo Conta Investimento Global US\$ 10.000,00

Cripto

Total em criptoativos **R\$ 10.000,00**
↓ 0,00% no ano

Conta cripto R\$ 5.000,00

Atalhos

Editar →

Pix Cartão Pagar Rentabilidade

Contas e Cartões

Cartão XP
1 Vence hoje Fatura fechada R\$ 150,00
Pagar fatura

Conta corrente
1 Saldo R\$ 150,00

Conta digital global
Saldo U\$ 150,00

Painel de Controle

Atualizado em 12/12/2022 12:56

Início Investimentos Contas Bolsa Produtos

9:41 AM 100%

Olivia →

Pagar fatura

Painel de Controle

Atualizado em 12/12/2022 12:56

23%

Bruna Soares
Assessoria de investimentos
Casa de campo
R\$ 198.300,00
R\$ 5.950,00 | ↑ 5,00%

Aprovações

Aplicação Fundo de In... R\$ 5.000,00
DNA Strategy...

Mais detalhes **Aprovar**

Ofertas exclusivas

20% de Investback na Decolar para todos os pacotes acima de R\$ 500,00.

Saiba mais

Início Investimentos Contas Bolsa Produtos

Alfabeto Design System

Building a clear and consistent atomic design system tailored to teachers, students, and school staff.

COMPANY

Arco Educação

ROLE

Junior Product Designer

YEAR

2019

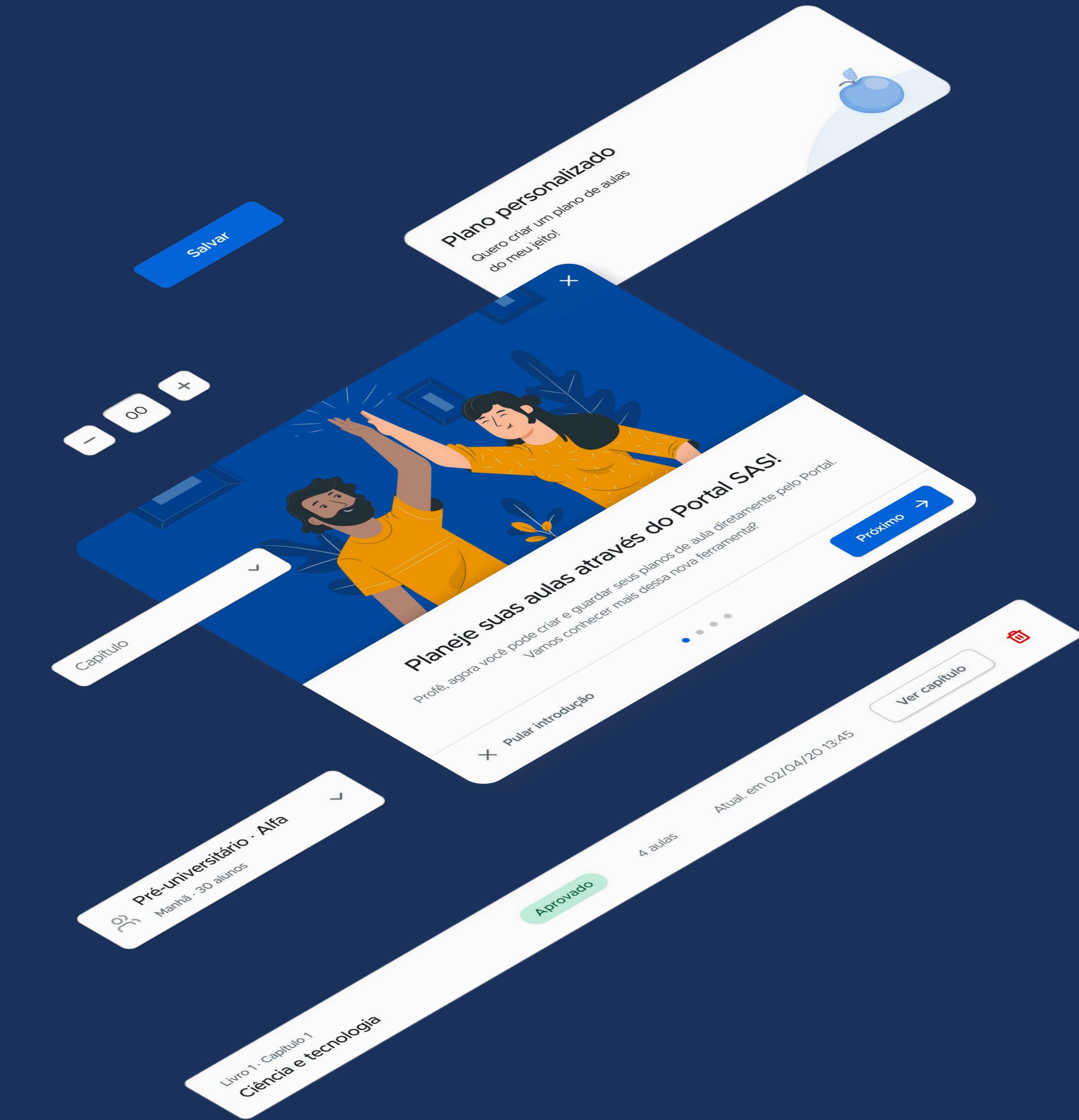
SKILLS AND CONTRIBUTIONS

UX Research

UX/UI Design

Design system

Developer collaboration



Documentation example

Counter

Used when the user needs to set the quantity of something.

Structure

1. Number input
Accepts numeric character input from the keyboard.

2. Plus/minus buttons
Increases or decreases the current input quantity by one unit.

States

This component consists of a button + input group, therefore, it inherits the states of these components.

Default
When the user has not taken any action yet.

Button hover
When the mouse pointer is over the item.

Max/min allowed
When the user reaches the maximum or minimum limit, one of the increase or decrease options is disabled.

Label

Error message

Error
When the value is above the maximum, below the minimum, or invalid.

Setup in Figma

Toast ...

Core Components / Alfabeto

Toasts são mensagens rápidas para o usuário como feedback de uma ação...

Type Desktop

Variant Success

Icon

Action



✓ This chapter was planned! Plan next chapter

Thank you!

 [lausang](#)

 hello@lauragoncalves.me

 lauragoncalves.me

 +49 1517 0847537