Ricardo Yamashiro

Product Designer

São Paulo, Brazil • +55 (11) 99838-4280

ricardo.yamashiro00@gmail.com • Port • www.linkedin.com/in/RY

Product Designer with 6+ years of experience in B2B and B2C. I've designed financial platforms, education systems, and enterprise tools.

Jan2024 - Now

Product Designer
PagBank

At PagBank, I led design initiatives across the Seller Experience and Digital Account teams, focusing on improving financial reconciliation and payment experiences for millions of users.

- Led the redesign of Concil, a financial reconciliation product used by 95K+ merchants, improving data visibility and reducing task completion time from 18 minutes to 4 minutes (–78%).

- Redesigned the bill payment journey for the Digital Account (3M+ daily users), reducing the flow from 5 to 3 steps and contributing to lower abandonment rates across payment methods (manual code: 38% → 22%, scanner: 18% → 11%, Pix: 12% → 7%).

- Optimized key service flows, reducing credit card abandonment from 77% to 48% and auto-debit from 76% to 53%, resulting in R$35M–60M in monthly TPV recovered.

Dec 2020 – Dec 2023

Product Designer
Afya Educacional

At Afya, I worked on internal and student-facing platforms, leading end-to-end design for tools that enhanced efficiency and engagement across education and health ecosystems.

- Designed Conecta, an internal app that automated the onboarding process, reducing hiring time from 5 days to 2 hours by replacing manual workflows.

- Automated internal request workflows at Afya, reducing processing time from 2–3 days to 1 day improving efficiency by 40%.

- Improved the checkout experience on Medcel's e-learning platform, reducing cart abandonment rates by 25% through simplified flows and clearer payment feedback.

behance.net/rydesign

Jun 2017 – Dec 2020

Product Designer
Olos Tecnologia

Designed B2B communication and automation tools, contributing to usability improvements and interface consistency across internal and client-facing platforms.

- Conducted user interviews and usability tests to identify friction points, informing product improvements across multiple workflows.

- Redesigned internal dashboards and customer-facing tools, reducing user error rates by ~25–30% and improving navigation time by ~20%.

- Created low- and high-fidelity prototypes, ensuring alignment between design, product, and engineering teams.

- Helped standardize interface patterns across products, reducing UI inconsistencies by ~35% and improving onboarding for new users.

Skills

UI/UX Design | Interaction Design | Mobile App Design | Web App Design | Design Systems | Visual Design | Branding | Illustration | User Research | Product Discovery | Market Research | Wireframing | Prototyping | Product Strategy | Project Management | SEO Strategy | Organic Traffic Growth | A/B Testing | Usability Tests | User Flows | User Journey Mapping | Design Handoff | Data Visualization

Technical & AI-assisted Skills

React prototyping · AI-assisted development workflows · Coded interface prototypes · Collaboration with engineering using production-like components

Tools

Figma | Sketch | Google Analytics | Hotjar | Framer | Storybook | Adobe After Effects | Adobe Illustrator | Adobe Photoshop | Adobe Premiere | Adobe XD | Maze | Notion | Miro | Jira