



PRODUCT DESIGNER



Tania Pereira

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Portfolio · LinkedIn

- Product designer focused on AI products: LLM copilots, chatbots, predictive dashboards, and internal tooling.
- Blends UX research, interaction design, and prompt design to make AI behavior understandable and safe.
- Delivers AI-powered features end-to-end with PMs, data scientists, and engineers. User-centred, experiment-driven, and comfortable with ambiguity.

CORE SKILLS

• UX & Product

Product discovery · Information architecture · UX writing · Design systems · Prototyping

• AI & Data

LLM UX patterns · Prompt design · Conversational flows · Human-in-the-loop workflows · Model confidence & error states · AI transparency

• Research

User interviews · Usability testing · Concept validation · Journey mapping · Analytics interpretation

• Collaboration & Delivery

Working with PMs & engineers · Roadmapping · Design critiques · Stakeholder workshops · Documentation & specs

TANIA PEREIRA

"I believe challenges are an opportunity to adapt and evolve"

EXTRAS

• Tools

Figma · FigJam · Figma Make · OpenAI tools · Cursor · Miro · Notion · Jira · Confluence · Clarity · Photoshop · Illustrator

• Languages

Professional English · Native Spanish

• Education

Bachelor's degree in Graphic Design 2017 · Universidad Intercontinental · Mexico City

• Courses

Udemy: Complete Figma Megacourse

Google: Foundations of User Experience

LinkedIn: Designing Accessible Components · Agile User Experience & Research · Building a Product Roadmap

Hubspot: Growth-Driven Design · Content Marketing · Contextual Marketing · Inbound Marketing · HubSpot CMS For Marketers · Email Marketing

• Contests

HS Theme Accelerator May 2022 - Winner HS Theme

Accelerator Jun 2022 - Winner

• Product designer @ BlueConic [NL]

Jan 2025 - Present

- Owned the first AI integrations in BlueConic's platform, defining AI UX strategy and the design-system foundations (patterns, components, guidelines) for current and future AI features.
- Built scalable AI interaction patterns and a "designing for uncertainty" framework so AI could safely orchestrate flows with existing UI components, even when outcomes were non-deterministic.
- Led end-to-end product design for a reinforcement-learning Next Best Action feature, partnering with a data scientist and engineers on research, model configuration flows, and monitoring dashboards to help users understand and tune model performance.

• UX/UI designer @ The Weird Science [NL]

Jan 2023 - Dec 2024

- Worked as a UX/UI design consultant for multiple clients, transforming complex and manual workflows into intuitive digital platforms and collaborating with cross-functional teams.

UX/UI designer via The Weird Science @ DCSA [NL]

10 months project

- Designed and prototyped several B2B platforms to digitize and streamline container shipping operations.
- Led UX for Identity Exchange (IE), a platform for verifying clients' identities across companies and ensuring compliance.
- Developed the Reefer Maintenance Reporting (RMR) platform to replace manual Excel sheets, enabling vessel crews, technical assistants, and port agents to track refrigerated container maintenance, alerts, and repairs in real time.
- Designed Operational Vessel Schedules (OVS), a collaborative platform that lets multiple shipping lines share a unified view of vessel itineraries, highlight schedule mismatches, and automatically calculate delays.
- Built Contract and Transfer Records (CTR), an interface for digitizing bills of lading so stakeholders can accept, reject, or dispute documents and track the full approval workflow online.

UX/UI designer via The Weird Science @ MethaPlanet [NL]

5 months project

- Led UX/UI for a real-time factory performance platform, creating dashboards, alerting patterns, and maintenance workflows.

• Head of web strategy @ Media Source [MX]

Jan 2022 - Dec 2022

- Oversaw the planning, execution, and delivery of web projects.
- Provided strategic direction and drove innovation.
- Conducted workshops for clients.
- Measured web performance to implement optimizations.
- Managed budgets and resources effectively.

Web designer via Media Source @ Edenred [MX]

2 months project

- Improved website engagement through user-centric strategies.

Web designer via Media Source @ Spectrum brands [US]

4 months project

- Website redesign for Tetra and Dreambone Latin America

• Web Designer @ Media Source [MX]

Sep 2019 - Dec 2021

- Crafted style guides, wireframes, mockups, and prototypes.
- Collaborated with developers.
- Gathered and implemented feedback from stakeholders.

Content Mkt Designer @ Media Source [MX]

Jan 2019 - Sep 2019

- Developed Mkt assets

Jr. Designer @ Media Source [MX]

Jan 2018 - Dec 2018

- Executed design concepts for print and digital media

Freelancer [MX]

Jul 2017 - Dec 2017