

KATHERINE MAGALHAES

SENIOR PRODUCT DESIGNER

DETAILS

ADDRESS

Barcelona
Spain

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+34665016485

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katherinemagalhaes@gmail.com

NATIONALITY

Italian Brazilian

LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

Product Design & Innovation



User Research & Data Analysis



Cross-Functional Collaboration



Experimentation & A/B Testing



Accessibility & Inclusion



Scalability & Design Systems



Advanced Prototyping & Interaction Design



Design Leadership & Mentoring



Programming Skills



PROFILE

I'm Kath, an Italian-Brazilian product designer based in Barcelona with **over 8 years of experience** designing innovative **B2B and B2C solutions**. My expertise includes **SaaS platforms** in commerce and logistics, and I'm currently creating strategic solutions for courier revenue and client delivery tracking at Stuart.

Passionate about **accessibility and user research**, I use a **data-driven, experimental approach** to design. I focus on delivering user-centric products that seamlessly **align creativity with business goals**.

EMPLOYMENT HISTORY

Senior Product Designer, Stuart

Barcelona

Jul 2021 — Present

I provide comprehensive financial solutions that drive revenue growth for couriers and clients, optimising pricing strategies and ensuring seamless, real-time delivery tracking for an enhanced experience.

Key achievements:

- Maximised couriers' revenue by **53%** through a brand new tipping experience;
- Boosted Clients' satisfaction by **13%** through real-time notifications for delivery tracking;
- Streamlined sales by enhancing volume-based discounts implementation time **from 3 weeks/1 request to 30min/all requests**;
- Achieved a **40%** reduction in Customer Service tasks related to couriers' earnings misunderstanding.

Product Designer, VTEX

Rio de Janeiro

May 2020 — May 2021

I led the design of the inStore app, enabling VTEX clients to access new market verticals. Contributed to the Research Guild by developing a research playbook, interview guides, and recruitment practices.

Key achievements:

- Developed a marketplace solution that expanded Brazilian clients' retail reach and **boosted sales for salespeople**;
- Created a research playbook with screeners and interview guidelines for internal product teams.

UX/UI designer, Globo.com

Rio de Janeiro

Jan 2019 — May 2020

I enhanced user experience and advertising strategies for Globo's digital entertainment platform, Gshow, and popular TV programs like Big Brother.

Key achievements:

- Increased video consumption by **23%** through experiment-based website optimization, with at least one advertising video included;

Design for Emerging Technologies



LANGUAGES

Portuguese



English



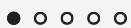
Spanish



French



Brazilian Sign Language



- Boosted recommendation flow performance by **43%**;
- Achieved an **89%** conversion rate to a second video within the same playlist, featuring advertising content in-between.

UX design intern, Globo.com

Rio de Janeiro

Aug 2017 — Dec 2018

I contributed to delivering user-friendly strategic solutions to various teams and projects across journalism and platform domains.

Key achievements:

- Enhanced storytelling for the 2018 Elections in Brazil, contributing to impactful journalism;
- Contributed to delivering user-friendly strategic solutions across journalism and platform domains, focusing on increasing advertising revenue;
- Improved scalability and design systems for internal platforms, including Interatividade and Feed.

EDUCATION

Master's Degree in Strategic Design and Innovation, Shifta by Elisava

Barcelona

Nov 2023 — Aug 2024

Certificate in Storytelling for Influence, IDEOU

Barcelona

Jan 2023 — Jan 2023

Certificate in Designing Accessible Interfaces, Aprender Design

Rio de Janeiro

Jan 2021 — Jan 2021

Bachelor of Industrial Design, Universidade Federal do Rio de Janeiro (UFRJ)

Rio de Janeiro

Feb 2014 — Dec 2018

REFERENCES

References available upon request