

João Vitor Gosende Latini | Senior Product Designer | Curitiba, Brazil

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Summary

Senior Product Designer with 5+ years of experience across Product Discovery, UX Research, Product Strategy and end-to-end Product Design, with recent focus on mobile travel products. Experienced turning user insights and product data into scalable experiences, partnering with Product and Engineering teams across global markets.

Experience

Rentcars - Product Designer — Mobile App | June 2025 – Present

- Led Product Discovery and Product Vision through user research, usability testing, market analysis and competitive benchmarking, shaping the 2025–26 mobile roadmap.
- Collaborated closely with Product Managers, Engineering, Marketing and leadership on strategy, PRDs, prioritization, metrics and delivery, stepping into additional product ownership when needed to drive initiatives forward.
- Led end-to-end design across iOS and Android, increasing homepage-to-listing conversion by 6 percentage points, promotional CTR from 1% to 4.6%, and new-user login from 32% to 56%.
- Designed and usability-tested an AI-powered voice search experience enabling travelers to find cars through natural-language requests.
- Redesigned the offer listing into a scalable global experience across 16 languages and multiple markets, adapting journeys and information to different traveler needs and supporting international expansion.
- Established a product development and measurement framework for the app squad, standardizing initiative goals, product and design decisions, GA4 events and success metrics, then tracking post-release results through funnel analysis and leadership reporting to drive continuous improvement.
- Designed an in-app review strategy that increased app store rating from 4.4 to 4.8 across iOS and Android. Introduced an Engineering refinement process that reduced QA issues by 55% across three sprints.

GRUPO GPAC COMUNICAÇÃO INTEGRADA - UX/UI Designer | September 2023 – June 2025

- Led the 0→1 product design of a LATAM marketing platform used by Goodyear tire vendors, establishing the agency's UX process from discovery through go-live. Mapped complex user flows and stakeholder relationships across the agency, Goodyear Brazil and Goodyear LATAM, transforming a fragmented screen-based approach into a scalable product experience.
- Led product discovery, user flow mapping, user testing, product documentation and interaction design, aligning multiple teams around a shared product model and taking the platform from concept to launch.
- Redesigned a campaign website signup flow that was driving customer complaints and acquisition costs, combining UX audit, heuristic evaluation, complaint analysis, heatmaps and session recordings to identify friction and redesign the registration experience, reducing complaints by 70% and improving user registration.

Alexandria - UX/UI Designer | October 2021 – September 2023

- Joined as Alexandria's first designer and helped take X-Monitor from an early MVP to the company's first digital product in the solar monitoring space, shaping the product from initial concept through commercial launch.
- Led Product Discovery with solar plant operators, plant managers and stakeholders through interviews, shadowing and workshops, translating operational workflows and user needs into product opportunities.
- Redesigned X-Monitor around a dashboard-based monitoring experience, using prototyping and usability testing to help operators monitor power generation and identify plant issues more effectively.
- Established the product's first Design System, including reusable components, data visualization patterns and custom iconography, creating a scalable foundation for the product.
- Contributed beyond UX/UI to client discovery, roadmap planning, competitive benchmarking and pricing discussions, partnering with leadership and stakeholders to shape the product and business direction.

Scrum Master | January 2023 – March 2023

- Facilitated Scrum ceremonies, sprint planning and Agile processes, managing backlog activities with the Product Owner and supporting team performance.
- Improved team workflows through process definition, prioritization and knowledge management using Jira and Confluence.

Earlier experience

Agência Eureka! — Graphic Design Intern (2020)

Aker Solutions — Internal Communication & Design Intern (2019)

StudioA.75 — Graphic Design Intern (2018)

Skills

Product: Product Discovery · Product Strategy · Product Vision · Product Design · Product Analytics · Product Metrics · PRDs · Roadmapping · Prioritization

UX: UX Research · Usability Testing · Information Architecture · User Flows · Interaction Design · Prototyping · Journey Mapping

Mobile & Global: iOS · Android · Mobile UX · Internationalization · Multilingual UX · Design Systems · Motion Design

AI: AI Product Design · Natural Language Interfaces · Voice UX · AI-assisted Design Workflows · Claude

Collaboration: Product Management · Engineering Collaboration · Stakeholder Management · Cross-functional Leadership · Agile · Scrum

Tools

Figma · FigJam · GA4 · Metabase · Hotjar · Jira · Confluence · Claude · Figma Motion

Languages

English - Native · Spanish - Intermediate (A2) · Portuguese - Native · French - Advanced (B1)

Education

Pontifícia Universidade Católica do Paraná — Bachelor's Degree in Graphic Design, 2018–2022