

Katia Regina Libanio Bohn

Product Designer • UX/UI • Illustrator

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Product Designer with experience across sectors such as financial, e-commerce, education, transportation, and insurance. I deliver end-to-end acquisition flows, virtual stores, apps, and landing pages — working closely with product managers, developers, data analysts, and business stakeholders, with a sharp eye for impact and detail.

From user research and insights to high-fidelity prototype validation, I oversee the full product cycle — including building and maintaining design systems which ensure consistency across teams and speed up delivery. Results are monitored post-launch, closing the loop between design decisions and real-world impact.

Experience

Freelancer

Product Designer (2020 – Present)

- Discovery, user journey mapping, persona definition, and market analysis;
- Wireframing and high-fidelity prototyping aligned with brand identity;
- Direct collaboration with Business Analysts, Tech Leads, and Developers to ensure integrated solutions;
- Creation of visual assets for paid media and CRM campaigns;
- Creation of the Design System and improvements applied to it;
- Insights and findings presentation to the team.

R2 Ventures

Product Designer (2019 – 2025)

- Research planning and data collection to identify friction points and opportunities;
- Direct collaboration with Business Analysts, Tech Leads, and Developers to ensure integrated solutions;
- Creation of visual assets for paid media campaigns and prototypes;
- Planning and execution of A/B and usability tests;
- Creation of the Design System and improvements applied to it;
- Insights and findings presentation to the team;
- Partnerships with brands such as Itaú, ConectCar, PicPay, iCarros, and Lockton.

Infracommerce

UI Designer (2016 – 2019)

- Virtual stores design through benchmarkings and visual testing, prioritizing performance and usability;
- Visual identities development for email marketing and social media posts;
- Direct collaboration with Business Analysts, Tech Leads, and Developers to ensure integrated solutions;
- Partnerships with brands such as Unilever, Nike, Montblanc, Jansport, Ray-Ban, and Kipling.

WebEleven

UI Designer (2014 – 2016)

- User interface, wireframes, competitor analysis, and prototyping development;
- E-mail marketing and paid digital media creation for brands such as Porto Seguro, CNA, Casa Aqua, and Bauducco;
- Direct communication with POs, PMs, and developers;

MStech

Designer and illustrator (2011– 2014)

- Illustrations, character concepts, scenarios, layout design, and animations development for educational games available in the public education network.

Skills & Expertise

Stakeholder & user research • Hypothesis definition • Design Thinking • Information architecture • Benchmarking • Personas • User journeys • Wireframing • A/B testing • High-fidelity prototyping • Design System • Accessibility • Performance analysis • Illustration • Social media production • Responsive email marketing • Cross-functional team collaboration.

Tools

Figma • FigJam • Notion • Jira • Slack • Hotjar • Microsoft Clarity • Google Forms • Photoshop • Illustrator • Veed.io • Claude • ChatGPT • Google Gemini.

Education

B.A. in Graphic Design

UNESP – 2007 to 2011

Design System & Ops

Meiuca – 2020

Digital Product Design

Tera – 2023