

CAROLINE GUIMARÃES

Senior Product Designer | Product Discovery | UX Strategy

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SUMMARY

Multidisciplinary Product Designer with 8 years in tech and 6 years of experience designing end-to-end digital products for B2B and B2C platforms. Experienced in leading product discovery, conducting user research, facilitating workshops, mapping customer journeys, and translating complex business problems into intuitive and scalable product experiences. Strong experience collaborating with Product Managers, Engineers, and business stakeholders throughout the product lifecycle, from discovery to delivery. Advanced English (C1).

PROFESSIONAL EXPERIENCE

ilegra - Product Designer

September 2025 to August 2026

- Lead end-to-end product discovery for a fintech ecosystem, identifying user needs, business opportunities, and strategic product directions through discovery workshops and stakeholder collaboration.
- Translate complex business requirements into customer journeys, user flows, information architecture, wireframes, and high-fidelity prototypes, validating solutions before development.
- Collaborate closely with Product Managers, Engineers, and business stakeholders to balance user needs, business objectives, technical constraints, and product priorities.

Itaú Unibanco - Product Designer

October 2024 to May 2025

- Designed and improved a financial management platform for enterprise users, simplifying complex information and workflows to improve usability and product efficiency.
- Partnered with cross-functional squads to translate business requirements into scalable UX/UI solutions, contributing to the successful migration of 90% of users from Windows 7 to Windows 11 through improved usability and interface clarity.
- Created high-fidelity prototypes and supported implementation through agile ceremonies, design handoffs, and QA.

Dasa - Product Designer

April 2024 to September 2024

- Designed user-centered healthcare experiences with an emphasis on accessibility and inclusive UX practices.
- Conducted discovery activities, stakeholder interviews, and journey mapping to define strategic design directions.
- Developed and iterated prototypes for high-impact flows, facilitating alignment across design, product, and engineering, successfully migrating 100% of smaller brand laboratories to the new system within expected timelines and objectives.

Proz Educação - UX/UI Designer

October 2021 to January 2024

- Owned the end-to-end UX/UI design of an enterprise ERP platform, from discovery and research through delivery and continuous improvement.
- Conducted qualitative and quantitative user research to identify pain points and support product roadmap decisions.
- Designed user flows, wireframes, prototypes, and interaction patterns for complex business processes.
- Ran usability testing and iterative validation to improve product experience.
- Produced design documentation and collaborated closely with development teams throughout implementation.
- Led internal training sessions on Design System adoption and design consistency across product teams.

CI&T - UI Designer

November 2020 to October 2021

- Designed mobile interfaces for global clients including Pfizer and Lifescan.
- Applied Material Design and Apple Human Interface Guidelines to ensure consistency across platforms.
- Worked closely with international Product, UX, and Engineering teams.
- Produced high-fidelity interfaces and documentation supporting agile product development.

EDUCATION

Universidade de São Paulo - Escola Superior de Agricultura Luiz de Queiroz - MBA in Digital Business

March 2021 - December 2022

Digital House - UX Design Specialization

October 2019 - April 2020

Universidade do Grande ABC - BA in Advertising

March 2007 - July 2010

SKILL SET

Hard skills: UX/UI Design, Product Discovery, User Research, Design Systems, AI for Design, Material Design, Information Architecture, Interaction Design, Wireframing, High-Fidelity Prototyping, Usability Testing

Soft skills: Communication, Collaboration, Problem-solving, Strategic thinking, Mentoring, HTML, CSS

Tools: Figma, Figma AI, Miro, Maze, Jira, Confluence, Sketch, Claude AI, Microsoft 365, Framer

LANGUAGES

English: Advanced (C1)

Spanish: Intermediate (B1)

French: Basic (A1)

ADDITIONAL COURSES

Design Systems: Meiuca, PixelCast

UI & Visual Design: Insany Design

Research, Strategy & Service Design: Mergo, Product Arena

Front-end: Reprograma