

Júlia Sasaki

Product Designer | UX/UI Designer | Digital Product Design

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PROFESSIONAL SUMMARY

Product Designer with 5 years of experience in digital products, designing end-to-end experiences for web and mobile. Currently at Mercado Libre, designing the Mercado Pago cards products, the company's financial services app, at scale across four Latin American countries, within cross-functional squads of product, engineering, content and design system.

I own the design process from discovery to delivery: research and data analysis, information architecture, user flows, high-fidelity prototypes in Figma, usability testing, accessibility and handoff to engineering, grounded in design systems and product metrics. I use artificial intelligence end to end in my process, with Cursor, Codex and Claude, from project conception through to handoff delivery with the front-end already coded, and connect design decisions to business goals.

PROFESSIONAL EXPERIENCE

UX Designer

Mercado Libre (Mercado Pago) | Dec 2023 - Present

- Designed end-to-end card experiences (debit, credit, physical and virtual) for Mercado Pago in Argentina, Brazil, Chile and Mexico, in a cross-functional squad with product, engineering, content and design system, focused on activation, usage recurrence and churn reduction.
- Used AI end to end in the design process with Cursor, Codex and Claude: from project conception through to handoff delivery with the front-end already coded, including data analysis in BigQuery and generative AI image creation.
- Redesigned the critical journeys of the card lifecycle (shipping fee, first-use activation, renewal and contactless NFC payment) based on user interviews, competitive benchmarking and data analysis, moving from linear flows to modular, contextual systems.
- Defined the visual system for debit and credit cards and built the icon library with usage guidelines, sizes and restrictions, aligned to the Andes design system.
- Led UX Writing and information architecture for regional communications and landing pages; specified flows, states and accessibility at handoff, including how components are announced by screen readers, presenting proposals in design critiques and documenting decisions for product, business and engineering stakeholders.

UX Designer

Grupo SOMA / FARM Rio Global | Jul 2022 - Dec 2023

- Designed the e-commerce (DTC) and wholesale digital experiences for FARM Rio's global operation, across web and mobile.
- Defined information architecture and navigation flows; built wireframes and high-fidelity prototypes in Figma.
- Analysed user behaviour data with Microsoft Clarity and Crazy Egg, turning insights into usability and conversion improvements.
- Created user personas and presented design solutions to stakeholders and development teams.

UX/UI Designer

DevSquad | Sep 2021 - Jul 2022

- Conducted user research, interviews and usability testing for digital product launches and redesigns.
- Created wireframes, prototypes and UI screens in Figma for web and mobile.
- Built and documented a Design System, standardising components and speeding up handoff to developers.
- Collaborated daily with UX Designers, Product Managers and engineers; presented design solutions to clients and stakeholders.

EDUCATION

MBA in Future-Centered Design: UX, Innovation & Technology

FIAP | Apr 2026 - Feb 2027 (in progress)

Award: 1st place at Networking Day (SpeedThon Executivo)

UX/UI Design Bootcamp

Ironhack São Paulo | Nov 2021 - Apr 2022

UX Design Certification

Mergo Escola de Design | May 2021 - Aug 2021

BA in Fashion Design

Universidade do Vale do Paraíba (UNIVAP) | 2013 - 2017

SKILLS

Product Design & UX: End-to-end product design, Discovery, Problem framing, User research (UX Research), User interviews, Usability testing, A/B testing, Competitive benchmarking, Information architecture, Wireframing, High-fidelity prototyping, User journey mapping, User flows, Personas, MVP.

Interface & Systems: UI Design, Design Systems, Icon libraries and visual guidelines, Systems thinking, Responsive design (mobile and web), Accessibility (screen reader component descriptions), Documentation and handoff to developers.

Content & Communication: UX Writing, Content strategy, Product storytelling, Design critique, Decision and rationale documentation, Stakeholder management.

Data & Business: Product metrics, Data-driven decisions, Data analysis with SQL (BigQuery) and Google Analytics, User behaviour analysis, Churn, Activation, Engagement and conversion, Alignment with business goals.

Artificial Intelligence: AI applied end to end in the design process: data analysis, ideation, solution exploration, UX Writing, generative AI image creation and handoff delivery with the front-end already coded.

Tools: Figma, FigJam, Cursor, Codex, Claude, Google Analytics, BigQuery (SQL), Microsoft Clarity, Crazy Egg, Photoshop, Illustrator, After Effects.

Methods & Collaboration: Design Thinking, Lean UX, Agile methodologies (Scrum), cross-functional squads, working with distributed teams across Latin America.

LANGUAGES

Portuguese: Native | English: Advanced | Spanish: Advanced | Japanese: Advanced