

Cristina Gatti

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Product Designer

Designing for users and business growth

gattic.work

[/gatticristina](https://www.linkedin.com/in/gatticristina)

About

Product Designer with 4+ years of experience across product, growth and visual design.
I'm happiest working from early discovery through launch, combining research, experimentation, and thoughtful interfaces to build products that users love and businesses can grow.

Experience

Metrom — Product Designer Oct 2025 - Present

Product Discovery Design Systems MVP Strategy Prototyping Branding

- Led the end-to-end redesign of Metrom's core product, simplifying complex workflows while **building the company's first design system** to improve scalability, consistency and, collaboration.
- Translated business requirements and user research into user flows, wireframes and interactive prototypes, **validating solutions before development**.
- **Defined the MVP experience for a new product venture**, aligning user needs, business goals, and technical feasibility.
- **Facilitated product workshops** and design reviews with founders and developers, presenting design decisions and aligning stakeholders throughout the product lifecycle.

Aldea Studio — Product Designer (Contract) Jul 2024 - Oct 2025

UX Design UI Design Web Strategy SEO Information Architecture

- **Owned web design strategy** across multiple client projects, balancing business goals, brand identity, and user experience.
- **Translated SEO insights** into website structure and content, contributing to a 9% increase in organic clicks.

Bonanza Studios | Digital Transformation — Product Designer Sep 2022 - May 2025

Product Discovery Growth Design UX Design Customer Journey Mapping
Marketing Design Stakeholder Management

- Led product discovery and continuous validation across client projects through **weekly stakeholder workshops**, turning research and feedback into informed product decisions.
- **Optimized digital experiences** through UX improvements and iterative experimentation, reducing cost per lead by 70% while increasing weekly leads by 122%.
- Designed the digital experience for an international market launch, **helping acquire the company's first 180 customers in Germany**.
- **Leveraged SEO and user research** to shape website structure, content and customer journeys, improving discoverability and organic growth.
- Collaborated closely with clients, marketers and developers to **translate business goals into scalable digital products**.
- **Built responsive Webflow websites** with reusable components, CMS collections, and scalable design systems, ensuring consistency across complex projects.
- Designed **marketing assets across** Meta campaigns, websites, landing pages and offline flyers, strengthening brand identity while supporting acquisition goals.

Education

Learn CSS Course May 2022

Google UX Design Certificate Nov 2021 - Feb 2022

Degree in Marketing and Tourism Jan 2013 - Jul 2018