

Aghata Germano

Product Designer | B2B SaaS | Design Systems

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Professional Summary

Product Designer with 4 years of experience designing B2B SaaS, enterprise, and e-commerce platforms. Experienced in leading end-to-end product design initiatives — from discovery and UX research to interaction design and high-fidelity delivery — partnering closely with product managers and engineers in agile environments.

Strong background in simplifying complex products through information architecture, usability analysis, and design systems. Designed AI-powered features, improved complex reporting experiences through behavioral analysis and usability improvements, and translated research insights into product decisions that improved adoption and information accessibility.

Brings a systems-thinking approach to product design, balancing user needs, business goals, and technical constraints to create intuitive web platform experiences with measurable product impact.

Professional Experience

Mid-Level Product Designer

Qulture.Rocks | UOL EdTech | April 2025 – Present

- Shaped the product design of an AI-powered leadership experience that surfaces actionable team insights and recommendations for managers, reaching 18% organic adoption within 4 months across 255 companies, with 583 engaged leaders and 676 completed evaluations.
- Designed AI-assisted leadership experiences that maintained a 92.5% average approval rate while negative feedback consistently decreased month over month across customer segments.
- Redesigned the Individual Performance Report through usability analysis, information architecture improvements, benchmarking against Feedz and Gupy, and behavioral analysis across 22,000+ Hotjar page views — post-launch heatmaps confirmed stronger user attention toward core content areas, improving readability and guided navigation.
- Led discovery and product design for the Employee Profile initiative, consolidating fragmented performance data into a unified experience informed by 90 customer interviews, 1,000+ NPS responses across 530 companies, and 270+ analyzed product feedback submissions.
- Drove product design decisions alongside product managers and engineers, balancing user needs, business priorities, and technical feasibility throughout discovery and delivery.
- Helped evolve the Design System by improving reusable components, consistency, and alignment between design and engineering workflows.

Product Designer

Grupo Soma | June 2022 – March 2025

- Helped structure a scalable Design System for mobile checkout experiences, creating reusable components and semantic theming patterns that established a single source of truth across multiple brands.
- Reduced onboarding time for new brands from several weeks to approximately one week on the design side by eliminating duplicated components and improving implementation consistency.
- Supported 10 fashion brands through DS N-marcas, delivering 24 templates in 5 days and documenting 37 user flows in 12 days to accelerate alignment across product and development teams.
- Designed +Vendas, an internal platform that gave physical store teams direct visibility into OMNI order and commission-related data for the first time, eliminating dependency on manual checks and improving information accessibility for managers, cashiers, and sales associates.
- Mapped operational processes and conducted UX research to simplify complex internal tools, translating business and operational requirements into intuitive interfaces for daily store operations.

Innovation Program Participant

LES – PUC-Rio | March 2020 – March 2021

- Conducted end-to-end discovery for an innovation challenge in the insurance sector, including UX research, problem framing, analysis, and solution definition within a multidisciplinary team.

Skills

Product Design: Product Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, High-Fidelity Design, Usability Analysis, UX Research, Product Discovery

Design Systems: Design Systems, Design Tokens, Component Libraries, Theming, Scalable Systems, Atomic Design

Tools: Figma, Framer, Miro, Jira, Zeroheight, HubSpot

Methodologies: Agile, Shape Up, Iterative Design, Behavioral Analysis, Discovery, Cross-functional Collaboration

AI & Productivity: AI-powered Features, ChatGPT, Claude, Lovable, Figma Make

Education

Bachelor's Degree in Design — Digital Media

Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)

2018 – 2024