

Flora Koti - Product Designer

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SUMMARY

Product Designer with **3 years of experience** in the **end-to-end** development of digital products, working across research, UX/UI design, prototyping, usability testing, and the evolution of digital experiences. I have experience working in multidisciplinary squads, contributing to the definition of user flows, journeys, interfaces, and solutions that align user needs with business objectives and technical feasibility. Currently, I work as a **Product Designer** at Orla, contributing to the evolution of an app with over 1.5 million users. Concurrently, I am a **Jr. UX/UI Mentor** at the Apple Developer Academy PUCPR, where I have supported 6 diverse squads in developing digital products from discovery to delivery, focusing on **product strategy, MVP definition, backlog prioritization, hypothesis validation, design critiques**, and the application of UX/UI best practices. I have a special interest in Information Design, Accessibility, and the strategic use of **Artificial Intelligence** applied to product processes, research, ideation, data synthesis, documentation, and the acceleration of design workflows.

SKILLS

UX Design | UI Design | Product Design | Product Discovery | Product Delivery | User Research | Usability Testing | Design Thinking | Interaction Design | Information Architecture | User Journey | Personas | Wireframes | Low and High-Fidelity Prototyping | Design Systems | Product Handoff | UX Writing | Digital Accessibility | MVP | Backlog Prioritization | Hypothesis Validation | Squad Mentorship | Stakeholder Communication | Agile Methodologies | Scrum | Kanban | Generative AI for Product | AI applied to Product Discovery | AI for Research Synthesis | AI for Qualitative Data Analysis | Prompt Design | Strategic Use of AI in Design and Documentation Processes | Figma | Miro | Notion | Sketch | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | After Effects | Keynote | SwiftUI | Claude Design | Google Stitch | Linear | Kanban | Figma | Claude | LLM's |

EXPERIENCE

Product Designer — Orla Tech Jan/2026 – Present | Remote | São Paulo, SP

Product Designer at Orla, working on Papelzinho, a product with over 1.5 million users. I contribute to the evolution of its user experience, information architecture, and product strategy, helping reposition the app from a seasonal Secret Santa solution into a broader ecosystem for organizing group events, occasions, and social dynamics.

- Work on the evolution of the user experience for Papelzinho, focusing on reducing seasonality, expanding use cases, and continuously improving the product journey.
- Develop flows, journeys, and interfaces for new features, considering business objectives, user needs, and technical feasibility.
- Create and evolve low and high-fidelity prototypes to validate solutions and align with stakeholders.
- Lead the visual evolution of the application, ensuring consistency, clarity, usability, and alignment with the product's identity.
- Collaborate with PMs, engineering, and other areas involved in the product cycle, from conception to delivery.
- Actively participate in product decisions, contributing with UX/UI vision, experience strategy, and improvement prioritization.

Jr. UX/UI Mentor — Apple Developer Academy PUCPR Jan/2025 – Present | On-site | Curitiba, PR

I work as a Junior Mentor at the Apple Developer Academy PUCPR, an extension program focused on developing iOS applications. I am responsible for supporting the technical and professional development of learners, with a focus on UX/UI Design, product strategy, facilitation, and the evolution of digital solutions.

- Mentor 6 diverse digital product squads, guiding multidisciplinary teams throughout the entire project lifecycle, from discovery to delivery.
- Support squads in scope definition, MVP structuring, backlog prioritization, and the validation of business, usability, and user experience hypotheses.
- Facilitate Product Discovery processes, helping teams identify problems, analyze context, define target audiences, build user journeys, and ideate solutions and conduct design critiques, offering strategic feedback on flows, interfaces, usability, accessibility, visual consistency, and overall experience clarity.
- Host workshops on UX/UI Design, prototyping, inclusion, digital accessibility, and best practices in digital product development.
- Support the strategic application of Artificial Intelligence in product processes, including ideation, research, data synthesis, UX writing, documentation, and solution exploration.

Product Designer & UX/UI Trainee — Apple Developer Academy PUCPR Jan/2023 – Dec/2024 | On-site | Curitiba, PR

Worked as a Product Designer and UX/UI Designer Trainee developing digital products for the Apple ecosystem, participating in all stages of the iOS application lifecycle.

- Conducted end-to-end development of more than 7 applications, working across research, ideation, prototyping, interface design, testing, and delivery.
- Created interfaces focused on usability, clarity, accessibility, and visual consistency.
- Planned and executed user research, desk research, competitor analysis, and usability testing to ground product decisions.
- Defined user flows, user journeys, wireframes, and both low and high-fidelity prototypes.
- Produced graphic and digital materials for communication and support of the developed applications.
- Collaborated in multidisciplinary squads, integrating design, technology, and business perspectives, also developed front-end code using SwiftUI, broadening my understanding of technical feasibility and enhancing collaboration with development teams.

EDUCATION

Federal University of Paraná — UFPR Sep/2021 – Dec/2025 *Bachelor's Degree in Graphic Design*